

TROPICAL FLORIDA SERIES

NO. 94-H1635

ORDER NO. 29484

DATE 9/1/39

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE DARKEY PREACHER IN  
FLORIDA (VERSE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PREVATE NO. BEFORE IMPRINT -- 73 F

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

MAKE TITLE RED PROMINENT

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE		Cost Dept. Check	
By		Date	
SEP 5 1939		SEP 5 1939	
NO.	QTY.	DATE COMPLETED	DATE COMPLETED
20	14	2	SEP - 6 1939
	6		9/7
	8/91	9 - 8	9 - 11/45
	225	2	13 Sept
	214	10	9-18

Make Red  
imprint



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 9A-H1636 ORDER NO. 29874 DATE 9-14-1939

CUSTOMER MILLER JONES COMPANY  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

100M BUSINESS CARDS SIZE  $3\frac{1}{2} \times 2\frac{5}{16}$  GROUP 3 STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MILLER-JONES  
FACTORY-DIRECT-TO-YOU-SAVINGS

FRONT NO. None (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION  
FOLLOW SKETCH FOR DESIGN.

RETURN PHOTO . YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

SEP 18 1939

1 - 9/11  
2 - 9/12

Rephoto 5x7  
Lo 1  
Ret 9  
He 1 1/2 70-9-25-31  
67- 7 1/2 10-2-29  
10-5-39  
As given  
Amy



DISTRIBUTED BY J.R.WILLIS, BOX 665, ALBUQUERQUE, N.M. ORDER NO. 29876

NOA-H1637

9-5-1939

DATE

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

TITLE-ENCHANTED MESA, MESA ENCANTADA,

430 FT. 4 RM. 117674

PRIV.NO.BEFORE TITLE: 5

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

REMOVE OLD RETOUCHING, IF ANY.

Use photo no. 117674

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

2 Subject of card for title number. Please see to it that all titles or negatives are uniform and colors are in harmony with each other to make an attractive set.

Photo in 2CH 266

SEP 12 1939

ESTIMATE  
WORK SCHEDULE

Cos. Dept. 3

SEP 12 1939

EST. TIME	DATE	DATE	DATE
EST. TIME	DATE	DATE	DATE
SEP 1 1939	SEP 1 1939	SEP 1 1939	SEP 1 1939
1 1/2	9/13	9/13	9/13
9/1	9/1	9/1	9/1
22.5	1/2	18	18
26.5	2 1/2	Sept 22 1939	Sept 29

NEW BLUEPRINT ORD

DATE Filed

By

By

HAND COLOR PROOF ORD

DATE Please Returned to Customer

By

188



DISTRIBUTED BY J.R.WILLIS, BOX 665, ALBUQUERQUE, N.M.

NO. 9A-H1638

ORDER NO 29876

DATE 9-15-1939	
12 M500 POST CARDS	ART COLORTONE FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT No. I R. M. YES
TITLE (IN FULL)	IMPRINT SAME AS ABOVE
	TITLE-NAVAJO INDIANS AT HOME LRM as on 121604
	PRIV.NO. BEFORE TITLE:14
PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

BE SURE TO REMOVE OLD RETOUCHING.

Use photo no. 121604

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

Subjects in order for this request. Please see to it that all color or negatives are uniform and colors are in harmony with each other to make an attractive set.

Photo in 7B4541

Photo ret 7/31/24 to J. R. Willis Gallup, N. Mex.

SEP 12 1939

ESTIMATE

Cost Dept. Checked

By

Date

SEP 12 1939

DATE

SEP 12 1939

SEP 12 1939

3

9/15 Gr

9-15

9-15 HT

225

13/4

18 Sept-

66

93/4

1-22

9-27

DATE DESCRIPTION ON D

By

DATE HAND COLOR PROOF ON D

By

DATE Paid

By

DATE Photo Returned to Customer

10

188



NO. 9A-H1639

DISTRIBUTED BY J.R.WILLIS, BOX 665, ALBUQUERQUE, N.M.

ORDER NO 29877

DATE 2-5-1939

12 100 POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. I	R. M. YES
TITLE (IN FULL)	IMPRINT SAME AS ABOVE	
	TITLE-CHACO INDIAN KIVA, AZTEC RUINS, NATIONAL MONUMENT, NEW MEXICO	
	PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

SUBMIT TWO BLUEPRINTS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

By SEP

Date SEP

WORK	SEP - 6 1939	SEP - 6 1939
SET UP		
PRINTING	10 2	9/7 gr.
REPRODUCTION	90 11	9-8 41
SAVING		
HAND COL. PROOF	225 1/2	11 Sept
ARTIST	217 8	9-20

DATE BLUEPRINT SEP

By SEP

DATE HAND COL. PROOF SEP

By SEP

DATE Proofs Returned to Customer SEP

By SEP

178



NO. 9A-H1640

DISTRIBUTED BY J.R.WILLIS, BOX 665, ALBUQUERQUE, N.M.

ORDER NO. 28877

DATE 9-5-1939

12 M500 POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. I	R. M. YES
TITLE (IN FULL)	IMPRINT SAME AS ABOVE TITLE-AZTEC RUINS NATIONAL MONUMENT, NEW MEXICO	
	PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

SUBMIT TWO BLUEPRINTS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE

By 88 Date SEP - 6 1939

Co. Dept. Checked SEP - 6 1939

OPERATION	DATE	DATE COMPLETED
COMPILING, TIME SET BY	SEP - 6 1939	SEP - 6 1939
SMITH	17 2	9/6 G.
PROOFING	8/21	9-8 41.
ENGRAVING	225 1/2	11 Sept.
HAND COLOR PROOF	209 8	9-20
ARTIST FACT		9-25

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE 1st \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF ORD. \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_

178



NO. 9A-H1641

DISTRIBUTED BY J.R.WILLIS, BOX 665, ALBUQUERQUE, N.M. ORDER NO. 29877

DATE 9-5-1939

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

TITLE-TWO KIVAS, AZTEC RUINS, NATIONAL MONUMENT, NEW MEXICO

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT TWO BLUEPRINTS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*8/28*

**ESTIMATE** Cost Dept. Checked *6*

**WORK SCHEDULE** Date *SEP 5 1939*

DESCRIPTION	EST. TIME	DATE	DATE
	Est. No. Time Allowed	ESTIMATED DATE	COMPLETED
		SEP - 6 1939	SEP - 6 1939
	18 2		9/6 G
	85/91	9-7	9-8 H
	225 1 1/2		11 Sept
	208 8	9-19	9-20

DATE FILMED *9/5/39* DATE FILED *9/5/39*

DATE HAND COLOR PROOF *9/5/39* DATE PHOTO RETURNED TO CUSTOMER *9/5/39*

By *[Signature]*

ST.  
178



NO. 9A-H1642

DISTRIBUTED BY J.R. WILLIS, BOX 665, ALBUQUERQUE, N.M.

ORDER NO. 29877

DATE 9-5-1939

12 M 500 POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. I	R. M. YES <i>same as 6A H 98</i>
TITLE (IN FULL)	IMPRINT SAME AS ABOVE	
	TITLE-SHIPROCK, NEW MEXICO (SHIP OF THE DESERT)	
	C.T.	
	PHOTO PROPERTY OF	

COLOR DESCRIPTION  
ROCK, LIGHT CHOCOLATE BROWN. LEAVE WHITE SAND AT BOTTOM OF PHOTO  
TO SHOW THERE IS A SHADOW FROM THE ROCK.

SUBMIT TWO BLUEPRINTS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE			
AND WORK SCHEDULE		Cost Dept. Checked	
		By	
		Date	
OPERATION	TIME	DATE	DATE
SET UP		SEP 6 - 1939	SEP 6 - 1939
STAMPING	15 1 1/2		9/6 Jr.
PRINTING	85 9/1	9-7	9-8 41.
INCHES			
PRINTING	225 1 1/2		9 Sept.
ARTIST	207 8 1/2		

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF ORD. \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

17  
178



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 9A-H1643 ORDER NO. 29878 DATE 9-5-1939

CUSTOMER THE WHEEL CAFE  
CINCINNATI, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE WHEEL CAFE - CINCINNATI, OHIO

FRONT NO. 5 (All of this on address side) R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
☒ Submit — ☐ Sketch — ☐ Layout — ☐ Retouched Photo — ☐ Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print — ☒ Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED. LIGHTEN SIDEWALK TO COLOR #36. ON SKETCH STREET IS BROWN.  
HOWEVER, STREET IS ASPHALT SO SUGGEST THAT YOU CHANGE ~~TEXT~~ THE COLOR OF THE  
STREET TO A COLOR CORRESPONDING THAT. ALL THE BACKGROUND OF THE LARGE SIGN IS  
#59. CUSTOMER THINKS THIS IS TOO DARK. CHANGE THIS COLOR TO #25 & THIS WILL  
LIGHTEN UP THIS BACKGROUND.

*R. H. H.*

PHOTO RETURNED

TO

PHOTO USED FOR

SEP - 6 1939

1939

*make red impression*

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL No. 9A-H1644 ORDER NO 29930

DATE 9-5-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ROZELDA HOTEL & APTS.  
NASSAU, BAHAMAS

6 M POST CARDS

SIZE

3½ x 5½

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ROZELDA HOTEL AND APARTMENTS,  
NASSAU, BAHAMAS

FRONT NO. 5

(All of this on address side)

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

☒ C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch ☐ Layout ☐ Retouched Photo ☐ Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

☒ Blue Print ☒ Handcolor ☐ Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

THE BLDG. IS NEAR #34 or 36, WITH BANDS AND QUOINS WHITE. AWNINGS ARE STRIPED  
THE SAME WAY, AND TILE ROOF IS NEAR #62. CUSTOMER WANTS CARD THAT IS ATTRACTIVE  
AND SOFT. KEEP COLORS SUBDUED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

70 Mc 175 9-13-39

SEP - 7 1939



COPYRIGHTED BY E.A. BISHOP, RACINE, WISCONSIN

NO. 9A-H1645

EB

ORDER NO. 29913

DATE 9-6-1939

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) THE OFFICES OF S.C. JOHNSON  
& SON, INC., RACINE, WISCONSIN

PRIV. NO. BEFORE TITLE: 1975

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

5BH925

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE CARD ATT'D FOR COLORS.

Leave in 2 men, take out all autos, cut off as marked

See 1588

SUBMIT: RET. PHOTO

YES

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

By 10/10

By

By

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

DESCRIPTION	DATE	DATE
COMPUTING	SEP - 7 1939	SEP - 7 1939
SETUP		
RETRY	10 8	
RETRY	91	9-12
RETRY	225 13/2	10 Sept
RETRY	207 10	

MAKEOVER

Charge to APPR. RET

#227 HC.

PHOTOGRAPH	1 1/2	ART DEPT.	2
RETRY	1	ENGRAVING	

181



HICKLY BROTHERS, DAVENPORT, IOWA

NO. 9A-H1646

ORDER NO. 29915

DATE 9-6-1939

12M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SECOND STREET, LOOKING WEST,  
DAVENPORT, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects as  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
SCHEDULE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

		DATE ENTERED DEPT.	DATE COMPLETED
SEARCH		SEP	SEP
REF. Q. 10	13 6		9/9/39
PHOTO Q. 10	85	9-9	9-11-14
STRIPPING Q. 10			
ENGRAVING			
HAND COLOR PROOF	13/11		
ARTIST DEPT.	2/11	5-22	9-15

DATE BLUEPRINT ORD

By

DATE FILE

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

13

ST  
179



HICKEY BROTHERS, DAVENPORT, IOWA

NO. 9A-H1647

ORDER NO. 29915

DATE 9-6-1939

12M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BUILDING  
CLOCK TOWER BLDG., ROCK  
ISLAND ARSENAL, ROCK ISLAND, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BUILDING DARK GRAYSTONE. CLOCK, BLACK FACE, GOLD HANDS. ROOF: DARK GRAY-GREEN.  
STEAMLINE ALL CARS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for the customer. Please  
set so that all positives or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME CHRG. Time allowed	DATE ENTERED DEPT.	DATE COMPLETED
CO. & ENG. TYP. SET UP			
SKETCHING	3		9/7 gr.
REPRODUCTION			
PHOTO TAKING			
ENVELOPE STAMPING, CLIPPING	85	9-8	9-11 145.
ENGRAVING			
HAND COLOR PROOF	70	1/2	9-14-39
ARTIST DEPT.	8 1/2		

DATE BLUEPRINT ORD.

By

DATE HAND COLOR PROOF ORD.

By

DATE Filled

By

DATE Photo Returned to Customer



HICKEY BROTHERS, DAVENPORT, IOWA

NO. 9<sup>A</sup>-H1648

ORDER NO. 29915

DATE 9-6-1939

12M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

(ALL OF THIS ON THE ADDRESS SIDE)

R. M. NO

TITLE (IN FULL) PALMER SCHOOL OF CHIROPRACTIC  
RADIO STATION W.O.C., DAVENPORT, IOWA

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

BUILDING: BROWN BRICK. CONCRETE TRIM. RADIO TOWER, SILVER, STEAMLINE ALL  
CARS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

5 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Freight*

*6/12*

**ESTIMATE** Cost Dept. Checked *m*

DATE *9-6-39*

DATE	DATE
RECEIVED	COMPLETED
SEP - 7 '39	SEP - 7 1939 <i>B</i>
21 3	9/8 <i>g</i>
85	9 - 11 A.F.
227 1/2	9-12-39
2/9	9-21

DATE BLUEPRINT TO D *9-12-39*

DATE HAND COLOR PROOF *9-21*

DATE Photo Returned to Customer

181



HICKEY BROTHERS, DAVENPORT, IOWA

NO. 9A-H1649

ORDER NO. 9915

DATE 9-6-1939

12x M 500 POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MERCER HOSPITAL, DAVENPORT,  
IOWA

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C CT.

COLOR DESCRIPTION

*Structure all concrete* BUILDING, LIGHT REDDISH BROWN BRICK. WHITE  
CONCRETE TRIM. TAKE OUT POLE & WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

SEP 8 1939

ESTIMATE  
WORK SCHEDULE

Cost Dept. Checked

By

Date

	TIME	DATE	DATE
		RECEIVED DEPT.	COMPLETED
		SEP 8 1939	SEP 8 1939
	19 2 1/2		9/8 gr
	85	9-9	9-11
ENGRAVING			
HAND COLOR	201 1/2	9-12	9-12
ARTIST TRIP	212 9	9-21	9-28

DATE BLUEPRINT OF D

By

DATE Filed

DATE HAND COLOR PROOF

By

DATE

179



HICKEY BROTHERS, DAVENPORT, IOWA

NO. 94-H1650

ORDER NO. 29915

DATE 9-6-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SECOND STREET, LOOKING  
EAST, DAVENPORT, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

5 Please order for the purpose of making  
order for the purpose of making  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make as attractive as possible.

# ESTIMATE

Cost Dept. Checked

## WORK SCHEDULE

OPERATION	DATE	TIME	DATE	TIME
COMPOSING				
TEICH				
RETO CHING	10	6		
PHOTO FITTING				
GLUING				
TRIPPING ON QUINN	7.5		9-9	9-11 AM
ENGRAVING				
HAND COLOR PROOF	225	13/4		13 Sept
RETO CHING	2110	10/2	1.25	9-26

DATE RECEIVED BY DATE PAID

DATE HAND PAID BY

DATE Photo Returned to

DATE Photo Returned to

14

179



NO. 9A-M1651

DISTRIBUTED BY J.R.WILLIS, BOX 665, ALBUQUERQUE,  
N.M.

ORDER NO. 29916

DATE 9-5-1939

12 M'00 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE-"MORNING GREETINGS" ISLETA  
INDIANS, ISLETA PUEBLO, NEAR ALBUQUERQUE,  
NEW MEXICO - R.M. as c.

PRIV.NO.BEFORE TITLE: A-24

33992

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

REMOVE OLD RETOUCHING. USE PHOTO NO. 33992.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,707,775

ESTIMATE AND WORK SCHEDULE		Cost Dept. Check.	
By		By	
Date		Date	
OPERATION	DATE	DATE	DATE
	EXPENSE DEPT.	COMPLETED	
COMPOSING, TYPE SET UP	SEP - 7 1939	SEP - 7 1939	
SKETCH			
RETOUCHING			
PHOTO LITHO			
BLUEPRINT STAMPING, ORDERING	91	9. 12	9 - 13 1939
ENCLOSING			
HAND COLOR PROOF	225 1 1/2		16 Sept
ARTIST DEPT.	63 9		Sept 26 5 p 12 1

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST.  
181



F.W. WOOLWORTH CO., GULFPORT, MISS.

NO. 9A-H1652

ORDER N89917

DATE 9-6-1939

*Make Print*

6 M POST CARDS		ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. <u>I</u>	R. M. <u>NO</u>
TITLE (IN FULL) <u>HORSEBACK RIDING ALONG THE GULF COAST, GULFPORT, MISS.</u>		IMPRINT <u>NONE</u>	
		PHOTO PROPERTY OF <u>CUSTOMER</u>	

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

<b>ESTIMATE</b>		Cost Dept. Checked	
SEP 7 1939		SEP 7 1939	
DATE COMPLETED		DATE COMPLETED	
SEP - 7 1939		SEP - 7 1939	
QUANTITY	17	3	9/8 9
PRICE	90	9.0	9.12 1/2
TOTAL			
DATE RECEIVED			
DATE PAID			
DATE RETURNED			

DATE BLUEPRINT BY  
DATE HAND COLOR PROOF BY  
DATE PHOTO RETURNED TO CUSTOMER BY

ST.  
181



NO. 9A-H1653

F.W. WOOLWORTH CO., GULFPORT, MISS.

ORDER No. 29917

DATE 9-6-1939

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I	R. M. NO
TITLE (IN FULL) AERIAL VIEW SHOWING GULF SIDE OF GULFPORT, MISS.		IMPRINT NONE	
		PHOTO PROPERTY OF CUSTOMER	

COLOR DESCRIPTION

USE ONLY THAT PORTION OF PHOTO INSIDE THE PENCIL LINES, AND BE SURE THAT THE SAND AT THE RIGHT IS A SOFT LIGHT BROWN COLOR.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Estimate* **ESTIMATE** Cost Dept. *Checked*

*SEP 7 1939* **SEP 7 1939** *By* *SEP 7 1939* **By** *SEP 7 1939*

DESCRIPTION	EST. TIME	DATE ENTERED	DATE COMPLETED
ONE HOUR SET UP		SEP - 7 1939	SEP - 7 1939
SKETCH			
RETOUCHING	18 4		9/8 J
PHOTO-LITHO			
BLUEPRINT STAMPING, CHARGING	91	9 - 9	9 - 11 14
ENGRAVING			
HAND COLOR PROOF	20 1 3/4		9-13-39
ARTIST DEPT.	42 9 3/4	9-14	9-15

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE FILED \_\_\_\_\_  
 By \_\_\_\_\_ By \_\_\_\_\_  
 DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Cust \_\_\_\_\_  
 By \_\_\_\_\_

17  
181



F.W.WOOLWORTH CO., GULFPORT, MISS.

NO. 9A-H1654

ORDER NO. 29917

DATE 906-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) HERE BEAUTY AND NATURE

IMPRINT NONE

COMBINE ALONG THE GULF COAST,  
GULFPORT, MISS.

*To Shaded*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MAKE AS ATTRACTIVE AS POSSIBLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ESTIMATE

Cost Dept. Checked

## WORK SCHEDULE

By

Date

DESCRIPTION	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING THE SET UP	SEP 8 - 1939	SEP 8 - 1939
SKETCH		
RETOUCHING	2	9/7
PHOTO-LITHO		
BLU-PRINT STILL LIFE (CRAQUELLE)	9-7	9-9
ENGRAVING		
HAND COLOR PROOF	62 13/16	9-12
ARTIST DEL.	203 9/2	9-13

DATE BLU-PRINT OK'D

By

DATE FILED

DATE HAND COLOR PROOF OK'D

By

DATE RETURNED TO CUSTOMER

179



F.W.WOOLWORTH CO., GULFPORT, MISS.

NO. <sup>1655</sup> 9A-H1636

ORDER NO. 29917

DATE 9-6-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SPLITTING THE WAVES ON THE  
GULF OF MEXICO, AT GULFPORT, MISS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS <sup>U</sup> PAT. NO. 1,797,775

**ESTIMATE**

Cost Dept. Checked

SEP 6

AND WORK SCHEDULE

By SEP

Date

	DATE ENTERED DEPT.	DATE COMPLETED
COMPANY & NAME UP		
SECTION		
RETOUCHING	21 3	9/7/39
PHOTO-PRINTING		
BLUEPRINT STRIPPING, CHALKING	85	9-9-39
ENGRAVING		
HAND COLOR PROOF	70 13/4	9-12-39
ARTIST DEPT.	42 9/2	9-13-39

DATE BLUEPRINT OR D

DATE FULL

DATE HAND COLOR PROOF OR D

DATE Photo Returned to Client



F.W.WOOLWORTH CO., GULFPORT, MISS.

NO. 9A-H1656  
~~9A-H1656~~

ORDER NO. 29917

DATE 9-6-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SURF BATHING ALONG THE GULF  
COAST AT GULFPORT, MISS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

Executive Dept. Estimate

ESTIMATE

Cont. Dept. Checked

By

By

Date

Date

SEP 6

AND WORK SCHEDULE

SEP 7

DESCRIPTION	DATE STARTED	DATE COMPLETED
CONSTRUCTION		
SKETCH		
REVISIONS	17 - 2	9/7/39
PHOTOGRAPH	85	9-8-39
PRINTING	62	9-11
HAND COLOR PROOF	1/2	
ARTWORK	8 1/2	

DATE RECEIVED BY

DATE PAID

By

By

DATE HAND COLOR PROOF OK'D

by

179



Strait

9A-H1657  
NO. 150191

F.W.WOOLWORTH CO., GULFPORT, MISS.

ORDER N 29917

DATE 9-6-1939

6 M POST CARDS		ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. <u>I</u>	R. M. NO
TITLE (IN FULL) <u>BIRD'S-EYE VIEW OF BUSINESS SECTION, GULFPORT, MISS.</u>		IMPRINT NONE	
COLOR DESCRIPTION		PHOTO PROPERTY OF <u>CUSTOMER</u>	
BE SURE MARKHAM HOTEL IS COLORED LIKE <u>MARKHAM</u> CARD <u>4A-42084</u> THE SWIMMING POOL AT THE LEFT OF THE MARKHAM, WATER IS GREENISH BLUE			
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.			
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			
GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775			

ESTIMATE

By Cost Dept. Chicago

DATE SEP 7 1939

		DATE ESTIMATED	DATE COMPLETED
CONTRACT		SEP - 7 1939	SEP - 7 1939
SUPPLIES			
RETOUCHING	14	5	9/8 Gr.
PHOTOGRAPHY	85	0-9	9-11 RT
PRINTING			
HAND COLOR PROOF	70	2	05-15-30
ARTIST DFLT	42	12	9-20-35

DATE PLUMBERED

DATE HAND COLOR PROOF

DATE PLUMBERED

DATE HAND COLOR PROOF



Rephoto

F.W.WOOLWORTH CO., GULFPORT, MISS.

NO. 9A-H1658

ORDER NO. 9917

DATE 9-6-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) ENJOYING A RIDE ON THE BLUE  
WATERS OF THE GULF OF MEXICO, WHERE  
COOL BREEZES BLOW, GULFPORT, MISS.

IMPRIN NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,791,775

*Ch*

# ESTIMATE

Cost Dept. Checked

By

Date

## WORK SCHEDULE

		DATE START REPT.	DATE COMPLETED
PREPARE		SEP - 7 1939	SEP - 7 1939
REPRODUCTION	16-2 14-1 3		9-9-39
REPRODUCTION	85	9-11	9-12-39
REPRODUCTION			
HAND COLOR PROOF	201 1/2	9-13	9-14
ARTIST	211 9	9-17	9-20

DATE DELIVERED

DATE FILED

By

By

DATE HAND COLOR PROOF OK'D

DATE HAND COLOR PROOF OK'D

By

St.

181



F.W. WOOLWORTH CO., GULFPORT, MISS.

NO. 9A-H1659

ORDER NO. 29917

DATE 9-6-1939

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. <u>I</u> R. M. <u>NO</u>
TITLE (IN FULL) <u>GULFPORT YACHT CLUB AND CIVIC CENTER AT GULFPORT, MISS.</u>	IMPRINT <u>NONE</u>
	PHOTO PROPERTY OF <u>CUSTOMER</u>

COLOR DESCRIPTION

COLOR OF BLDG. IS WHITE, ROOF MEDIUM GREEN, WATER IS A GREENISH BLUE. IT IS DESIRED THAT WE MAKE THIS YACHT CLUB AS LARGE AS POSSIBLE ON CARD AND ONLY SHOW ABOUT 1" ON THE CARD AS WATER IN FRONT OF THE BLDG.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ESTIMATE AND WORK SCHEDULE**

Cost Dept. Checked \_\_\_\_\_ By SEP Date \_\_\_\_\_

DESCRIPTION	TIME	DATE START	DATE COMPLETED
15 2 1/2			9/7/39
85		9-8	9-11-39
227 1 1/2			9-12-39
35 8 1/2		9-13-39	9-15-39

DATE BLUEPRINT TO D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

57  
179



NO. 9A-H1660

F.W. WOLWORTH CO., GULFPORT, MISS.

ORDER NO. 29917

DATE 9-6-1939

6 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.  
ONE OF THE MANY BEAUTIFULTITLE (IN FULL)  
HOMES ON THE GULF COAST AT GULFPORT,  
MISS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO  
IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

DESCRIPTION: EFFECT OF COLOR. AWNINGS: COLOR NO. 4 TRIMMED AT BOTTOM IN  
WHITE. HOUSE IS COLOR NO. 15. HOUSE IS TRIMMED IN COLOR NO. 10. STEPS ARE COLOR  
NO. 31. THE TREE AT RIGHT IN FRONT IS A CREPE MYRTLE HAVING FLOWERS COLOR NO.  
35 ON IT. SMALL BUSHES ON EACH SIDE OF DRIVEWAY ARE AZALEA BUSHES. BE SURE &  
UT LOTS OF AZALEAS ON THESE. IN CENTER OF FLOWER BEDS, THAT HAVE HEDGES AROUND  
THEM, ARE ROSE BUSHES. DRIVEWAY, CENTER OF THIS IS BRICK NO. 11 COLOR SIDE  
WALK IS CEMENT

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Estimate*

SEP 6 1939 AND WORK SCHEDULE

DATE	DESCRIPTION	DATE COMPLETED
SEP 6 1939	ESTIMATE	SEP 6 1939
SEP 7 1939	18 2	9/7/39
SEP 8 1939	90 10	9-8
SEP 9 1939	70 1 1/2	9-9
SEP 10 1939	207 9	9-11-39

DATE RECEIVED BY

DATE Filed

By

By

DATE USED BY

DATE Photo Returned to Customer

179



CURT TEICH & COMPANY, Inc. 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1661 ORDER NO. 9929

DATE 9-6-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER H.B. SHERMAN MFG. CO.  
BATTLE CREEK, MICH.

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WINDOW OR COUNTER DISPLAY BOARD FREE!  
(ETC. AS PER COPY)

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE DISPLAY BOARD WITH ARTICLES INSERTED.  
UNDER EACH ARTICLE DISPLAYED ON THIS CARD IS  
THE NAME OF EACH ORTICLE. CUSTOMER WANTS  
THESE NAMES BROUGHT OUT CLEARLY. BE SURE  
PRINTING WILL BE EASILY READABLE.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

CHANGE COPY ON PICTURE SIDE AS MARKED ON TISSUE OVERLAY OF SKETCH. "NAME OF JOBBER"  
SHOUDD BE ON FIRST LINE AND "YOUR NAME" ON THIRD LINE AND "NAME OF COMPANY" ON FOURTH LINE.  
THIS IS IMPORTANT.

COLOR DESCRIPTION

SEE SKETCH AND DISPLAY BOARD WITH ARTICLES ATT'D FOR COLORS.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

SEP-8 1939

make red impression  
" DK Blue "

5X7  
LO 2 1/2  
Ret 8  
Sc 1 1/2  
Print 6 1/2  
46 PO-2  
Pp/

5

185



KAUFMANN'S, GRAND ISLAND, NEBR.

NO. 9A-H1662

ORDER NO. 30014

DATE 9/6/39

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) CITY HALL, GRAND ISLAND, NEB. IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLORS AS SHOWN ON PHOTO

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

7  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Rephoto

~~Ret photo  
to office~~

ESTIMATE				Cost Dept. Checked
AND WORK SCHEDULE				By
1. SEP 8 1939				SEP 8 1939
2. SEP 8 1939				SEP 8 1939
QUANTITY	TIME	DATE	DATE	
		DEPT.	COMPLETED	
GRAND ISLAND		SEP - 8 1939	SEP - 8 1939	
SKETCH	17.5			
ENGRAVING	14.3			9/11/39
PROOFING				
PRINTING	85	9-15	9-13 AT	
REMARKS				
HAND COLOR PRINT	201	9-15	9-15	
ARTIST COST	213	9-20	9-22	

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PRINT ORD. \_\_\_\_\_ DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_

ST  
182



KAUFMANN'S, GRAND ISLAND, NEBR.

NO. 9A-H1663

ORDER NO. 30014

DATE 9/6/39

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HALL COUNTY COURT HOUSE,  
GRAND ISLAND, NEBR.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 21 R. M. NO  
IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDG. LIGHT RED. STONE TRIM. SLATE ROOF. TOWER GREENISH BRONZE. TAKE OUT POLE.  
ADD TRIFLE OF TREES ON LEFT AND RIGHT FOR PROPER PROPORTION

*Take out pole*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

3CP2226

*Ret. photo to  
office*

SEP 8 1939

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date SEP 8 1939

DESCRIPTION	TIME THRU WORK	DATE ENTERED DEPT.	DATE COMPLETED
1. PHOTOGRAPHING		SEP - 8 1939	SEP - 8 1939
2. PRINTING	19 4		9-9-39
3. ENGRAVING	75	9-13	9-13-39
4. HAND COLOR PROOF	201 1/2	9-15	9-15
5. ARTIST DEPT.	50 8 3/4	9/20	9/22

DATE BLUEPRINT ORD.

By

DATE HAND COLOR PROOF ORD.

By

DATE FILED

By

DATE Photo Returned to Customer

15.  
182



KAUFMANN'S, GRAND ISLAND, NEBR.

NO. 9A-H1664

ORDER NO. 30014

DATE 9/6/39

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) LOCUST STREET, LOOKING  
NORTH, GRAND ISLAND, NEB.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 X R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLORS AS MARKED. TAKE OUT POLES AND WIRES. CUT AT BOTTOM FOR PROPORTION.

ALSO SEE FACE OF PHOTO *Put in a few more or less.*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

7 Subjects or  
order for this customer. Please  
see to it that all pictures are  
taken in uniform and colors are  
in harmony with each other  
to make an attractive set

*Straight*

*Put in a few more or less*

SEP 8 1939

ESTIMATE  
AND WORK SCHEDULE

Case Dept. Checked

By SEP 8 1939

DESCRIPTION	DATE COMPLETED	DATE COMPLETED
COMPOSING THE SET UP	SEP - 8 1939	SEP - 8 1939
ETCH		
ETCHING	5	9/11/39
PHOTO PRINTS	85	9-13-39
ENGRAVING		
HAND COLOR PROOF	227 2	9-16-39
ARTIST DELT.	212 10	9/19/39 9-21-39

DATE BLUEPRINT OK'D. DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

55  
182



KAUFMANN'S, GRAND ISLAND, NEBR.

NO. 9A-HL665

ORDER NO. 30014

DATE 9/6/39

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) CRYSTAL LAKE, GRAND ISLAND,  
NEB.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 2 R. M. NO  
IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

IMPROVE FOREGROUND AND FILL IN SHALLOW SHORE LINE. LARGE BLDG. VARIED COLORED  
ROCK AND LOGS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Ret photo to  
office

ESTIMATE

WORK SCHEDULE

Cost Dept. Checked

By

Date

SEP

DATE  
COMPLETED

SEP - 7 1939

SEP - 7 1939

SELECT

18 2

9/8 2

RETOUCHING

PHOTO-UNIT

75

9-12

9-13 1/2

BLANKING

STRIPPING

ENGRAVING

225 1/2

9-18

15 Sept

HAND COLORING

217 8 1/2

9-19

9-19

ARTIST FEE

DATE BLUEPRINT SENT

By

DATE Filed

By

DATE HAND COLORING SENT

DATE Photo Returned to Customer

By



KAUFMANN'S, GRAND ISLAND, NEBR.

NO. 9A-H1666

ORDER NO. 30014

DATE 9/6/39

6	M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. / 2	R. M. NO
TITLE (IN FULL) GRAND ISLAND FIRE DEPARTMENT, GRAND ISLAND, NEB.		IMPRINT	NONE
		PHOTO PROPERTY OF	C.T.

COLOR DESCRIPTION

BLDG.: BUFF BRICK. RED BRICK TRIM. GREEN ROOF. REMOVE WIRES ABOVE. SMALL CAR AND TWO TRUCKS. ARE RED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE AND WORK SCHEDULE		Copy Dept. Checked By Date SEP 8 1939	
OPERATION	DATE ESTIMATED DEPT.	DATE COMPLETED	
CONSTRUCTION	SEP - 8 1939	SEP - 8 1939	3
SKETCH			
REVISION	21 4		
PHOTO LITHO			
BY CURT TEICH & CO.	25	9-12	9-13 1/2
ENGRAVING			
HAND COLOR PROOF	225 1/2		15 Sept
ARTIST FEE	208 9		9-26

DATE BLUEPRINT OK'D.

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Straight*

*Ref photo to office*

182



KAUFMANN'S, GRAND ISLAND, NEBR.

NO. 9A-H1667

ORDER NO. 30014

DATE 9/6/39

6	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, <u>LOWER</u> , CENTER - BORDER.			FRONT NO. 1 2 R. M. NO	
TITLE (IN FULL) SCHIMMER'S LAKE, GRAND ISLAND, NEB.			IMPRINT NONE	
COLOR DESCRIPTION			PHOTO PROPERTY OF C.T.	

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Ret Photo to Office

8  
181



KAUFMANN'S, GRAND ISLAND, NEB.

NO. 9A-H1668

ORDER No. 30014

DATE 9/6/39

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WORLD WAR MEMORIAL, IN  
MEMORIAL PARK, GRAND ISLAND, NEB.

FRONT No. 1 X

R. M.

NO

IMPRINT NONE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

MONUMENT GREY STONE BROWN BRONZE TABLET. WATER IN FOUNTAIN. TOUCH OUT BLDG.  
TANK CARS AND POLES AND FILL IN WITH FOLIAGE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for the set. Please  
see to it that all  
tives are uniform and  
in harmony with each other  
to make an attractive set

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSITION, SET UP		SEP - 7 1939	SEP - 7 1939
SKETCH			
RETOUCHING	15 2		
PRINTING			
BALANCE	85	9-8	9-9
ENGRAVING			
HAND COLOR PROOF	62 1 3/4		9-11
ARTIST DEPT.	20 8 3/4	9-21	9-21

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

Ret photo to  
office



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. **9A-H1669** ORDER NO. 29933 DATE 9-6-1939

CUSTOMER TATE BUILDERS SUPPLY & COAL CO.  
COVINGTON, KY.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

TATE BUILDERS SUPPLY Co.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & TISSUE OVERLAY ATT'D.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION  
SEE SKETCH AND TISSUE OVERLAY ATT'D.

PHOTO PROPERTY OF C. T. & CO. — YES

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret  
He 134 9-15-39  
Lat 9 71 7-27-39

*[Red signature]*

~~SEP 7 1939~~  
~~SEP 8 1939~~  
SEP 11 1939

*make red impression*

7-2-12

*eng*



48

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 9A-H1670 ORDER NO. 29944 DATE 9-6-1939

CUSTOMER KING'S INN  
HIGHLAND, N.C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full KING'S INN, HIGHLANDS, N.C.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE OVERLAY ATT'D.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue-Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D.

PHOTO RETURNED  
TO  
PHOTO USED FOR

3M-1-2-39

SEP - 8 1939

Ret 3  
7240P 1/2 5-11-39  
L.A. 8 3/4

Prep. cost  
Factory Rate 14.50  
Sell. Rate 25.00  
007 8 1939



THE EDISON INSTITUTE, DEARBORN, MICH.

NO. 9A-H1671

ORDER NO. 29936

DATE 9-6-1939

6 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CLINTON INN, GREENFIELD  
VILLAGE, THE EDISON INSTITUTE,  
DEARBORN, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 8A302.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

SEP 8 1939

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

Date SEP 8 1939

OPERATION	EST. TIME Cust. No. Time Allowed	DATE ESTIMATED DATE	DATE COMPLETED
CON. ILL. THE GROUP		SEP - 8 1939	SEP - 8 1939
SKETCH	15		9/8 '39
RETGO. ILL.	15		
PHOTO ILL.	85	9-9	9-12 '39
ENGRAVING			
HV. COLOR PROOF	225	1/2	13 Sept
ARTIST	217	9-21	9-25

DATE BLUEPRINT OK'D

DATE filed

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

182



EDISON INSTITUTE, DEARBORN, MICH.

NO. 9A-H1672

ORDER NO. 29936

DATE 9-6-1939

6 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M. NO

TITLE (IN FULL) COTSWOLD COTTAGE, GREENFIELD  
VILLAGE, DEARBORN, MICHIGAN

IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 8A305.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*SEP 8 1939*

**ESTIMATE**  
AND WORK SCHEDULE

By *[Signature]* Checked *[Signature]*  
Date **SEP 8 1939**

DATE	BY	DEPT.	DATE COMPLETED
SEP - 8 1939			SEP - 8 1939
SEARCH			
RESEARCHING	15	1	9/8 5/11
PHOTO TAKING			
RESEARCHING	15	4-8	9-11 14/1
RESEARCHING			
HAND COLOR PROOF	225	1/2	13 Sept
ARTIST FEEL	205	9	Sept 21 '39

DATE BU ENPRINT OK'D \_\_\_\_\_ DATE *14/1* \_\_\_\_\_  
By \_\_\_\_\_ By *[Signature]* \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE *14/1* \_\_\_\_\_  
By \_\_\_\_\_ By *[Signature]* \_\_\_\_\_

DATE *14/1* Accepted by Customer \_\_\_\_\_  
By *[Signature]* \_\_\_\_\_

15  
182



EDISON INSTITUTE, DEARBORN, MICH.

NO. 9A-H1673

ORDER NO. 29936

DATE 9-6-1939

6 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LINCOLN COURT HOUSE, RE-  
ERECTED IN GREENFIELD VILLAGE,  
DEARBORN, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 8A601.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

By *[Signature]* **SEP 8 1939** **SEP 8 1939**

OPERATION	TIME	DATE LEFT DEPT.	DATE COMPLETED
COMP. BY T. S. S.		SEP - 8 1939	SEP - 8 1939
SKETCH			
RETOUCHING	15		9/8
PHOTO FILE			
BLU. INT.	85	9-9	9-12
STERN. C. O. A. S.			
ENGRAVING			
HAND. FOR PROOF	227	1/2	9-13-39
ARTIST DEL.	218	8 3/4	9-22

DATE DELIVERY ORD. \_\_\_\_\_

DATE FILED \_\_\_\_\_

DATE HAND COLOR PROOF ORD. \_\_\_\_\_

DATE PROOF RETURNED TO CHICAGO \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

17  
182



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1674 ORDER NO. 29973 DATE 9/20/39

CUSTOMER R. W. GORDON  
NORTH WOODSTOCK, NEW HAMPSHIRE

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full AIR VIEW OF SPANISH COURTS AT RIVIERA,  
FLORIDA

FRONT NO. 5 (All of this on address side)  
R. M. Yes Sample as 9A-H1393 No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE COLOR CIRCULAR  
D-6046

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 1 1/2  
225 2 27 Sept  
of 17 11

SEP 21 1939

55



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. — ADV. ORDER

DIAL NO. 9A-H1675 ORDER NO. 29975 DATE 9-8-1939

CUSTOMER BARON'S RESORT  
SOUTH HAVEN, MICH.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CENTRAL COURT AND DINING ROOM

BARON'S RESORT - SO. HAVEN, MICH.

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

MAKE GOOD CLOUD EFFECT. ELIMINATE ALL  
POSTS & CHIMNEYS.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

PUT IN 2 or 3 TROPICAL UMBRELLAS & TABLES ON EACH SIDE OF WALK.

COLOR DESCRIPTION

BUILDINGS: WHITE. ROOFS: RED. AWNINGS: ORANGE & WHITE. XXXXXXTREXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX.

PHOTO RETURNED

TO

PHOTO USED FOR

67/ 9-22-39

9-25-39

SEP 12 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1676 ORDER NO. 9976

DATE 9-8-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER KING CANDY CO.  
FORT WORTH, TEXAS

50 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE ☒ Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE GIFT THAT'S SURE TO PLEASE

BOT-REMEMBER TO SEND KING'S CHOCOLATES THIS  
XMAS!

*see Photo*

FRONT NO. 5 (All of this on address side)

R. M. ☒ Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

☒ Submit — ☐ Sketch — ☐ Layout — ☐ Retouched Photo — ☐ Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D.

*Rush*

SEP 11 1939

*make D.H. Blue  
impression*

IX7  
02 9-15 N.C.P. 3 1/2  
64 9/22/39 L.A. 2 1/2  
13

*[Red X mark]*

*[Red X mark]*  
185



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1677 ORDER NO. 29977 DATE 9-8-1939

CUSTOMER KING CANDY CO.  
FORT WORTH, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HERE'S THE VALENTINE

BOT- THAT GIVES THE BIGGEST THRILL - A HEART  
BOX OF KING'S CHOCOLATES

*see Photo*

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D.

*RUSH*

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

*62 9-15 SVCP 274*  
*LA 11 1/2*

*66 9-20*

SEP 12 1939

*2*

*183*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1678 ✓ ORDER NO. 29978

DATE 9-8-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER KING CANDY COMPANY  
FORT WORTH, TEXAS

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HE ALWAYS REMEMBERS TO SEND -

KING'S CHOCOLATES FOR AMERICAN QUEENS

*see Photo*

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D

*RUSH*

SEP 12 1939

*make OK Blue impression*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1679 ORDER NO. 29987 DATE 9-8-1939

CUSTOMER ST. MARY'S CHURCH  
KIRKWOOD, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT DECKLE EDGE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full OUR LADY OF LOURDES SHRINE  
BOT-ST. MARY'S CHURCH - KIRKWOOD, N.Y.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
REMOVE WIRE. ELIMINATE CORN, SUBSTITUTE GRASS.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 11 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1680 ORDER NO. 29992 DATE 9/18/39

CUSTOMER LEE RINGER ADV.  
LOS ANGELES, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MADE IN CALIFORNIA BY BAILEY OF HOLLYWOOD

THIS SUMMER KEEP COOL---BE SMART---LOOK HANDSOME

IN FEATHERWEIGHT, OPEN-WEAVE

CALIFORNIA MESH

AS ADVERTISED IN ESQUIRE

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

no. on Front

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Hat by SL.

VERY RWSH

make red impression  
OK. send

PHOTO RETURNED

TO

PHOTO USED FOR

62

9-25

21 5  
21 2  
29 10

62 9-27  $\frac{1}{2}$  HR. C.C.R.

SEP 20 1939



GEO. LEUSCH, MICHIGAN CITY, IND.

NO. 9A-H1681

ORDER NO. 30506

DATE 9-11-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. ~~NO~~ Yes

TITLE (IN FULL) GREETINGS FROM MICHIGAN CITY, IND.  
IMPRINT SAME AS ABOVE

(C)

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOLOR PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Handwritten:* 10/2

DATE	DATE	DATE	DATE
SEP 19 1939	SEP 12 1939		
21	7		
21	6		
16			
16			
6/69	13	9-27-39	9-27-39

DATE Filed \_\_\_\_\_  
By \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_

*Handwritten:* Make just  
9 hrs.  
C.T.

*Handwritten:* 15  
Rm. 199  
II

5



587

THOMAS R. WEST, MIAMI, FLA.  
XXXXXXXXXXXXX XXXXXXXXXXXXXXXX

NO. 9A-H1682

ORDER NO. 30516

DATE 9-11-1939

50 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) WARM GREETINGS FROM MIAMI

IMPRINT SAME AS ABOVE

WARM GREETINGS FROM MIAMI (25M)  
(PRIV.NO.BEFORE TITLE: M-150)

WARM GREETINGS FROM ST. PETERSBURG (15M)  
(PRIV.NO.BEFORE TITLE: S-77)

*1 blue pen & comb title*

© CURT TEICH & Co INC  
COLOR DESCRIPTION

PHOTO PROPERTY OF C.T.

✓ SEE SKETCH ATTACHED.

MAKE WOMAN'S LEG THINNER AT KNEE AND MORE SHAPE TO CALF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*SEP*

DATE	TIME	DATE	TIME
SEP 15 1939	SEP 15 1939		
14 6 1/2	8 1/2	9/18	G
91	9-19	9-21	45
225	2 1/2	22 Sept	
207	1		

DATE RECEIVED BY CUSTOMER  
DATE RECEIVED BY CUSTOMER  
RETURNED TO CUSTOMER

15  
194



## ADV. ORDER

DATE 9-11-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER FULLER RANCHO GUEST HOUSE  
CORONA, CALIFORNIA

12 M 500 POST CARDS SIZE

$$3\frac{1}{2} \times 5\frac{1}{2}$$

STYLE PHOTO COLORIT ~~WHITE BORDER~~

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate	Yes	No	Copyright in Plate	Yes	No
----------------	-----	----	--------------------	-----	----

Title in full FULLER RANCHO GUEST HOUSE, CORONA.

CALIFORNIA

HORSEBACK RIDING • INTERIOR LOUNGE - TEL.

see sketch 477

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE INST. ATT'D.

### COLOR DESCRIPTION

SEE INST. ATT'D.

PHOTO RETURNED

To

PHOTO USED FOR

SEP 13 1939

3M—1,2,39



WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 9A-H1684

ORDER NO. 30042

DATE 9/11/39

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3 R. M. NO

TITLE (IN FULL) (UPPER LEFT) WATERFRONT,  
WHOLESALE AND SHOPPING SECTIONS,  
PORTLAND, OREGON (USE GOTHIC TYPE)

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 715

PUT IN SMALL TYPE IN LOWER BOR. (c) Brubaker

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost D pt. Checked

By \_\_\_\_\_ Date \_\_\_\_\_

			DATE COMPLETED
		SEP 13 1939	SEP 13 1939
	18 6		9/15/39
	75	9-15	9-16-39
	70 2		9-18-39
	12 1/2		

DATE RECEIVED OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_

By \_\_\_\_\_



WESLEY ANDREWS CO., PORTLAND, ORE?

NO. 9A-HL685

ORDER NO. 30044

DATE 9/11/39

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3 R. M. NO

TITLE (IN FULL) (UPPER LEFT) AIR VIEW

IMPRINT SAME AS ABOVE

LOOKING EAST TOWARD MT. HOOD, PORTLAND,  
OREGON

(USE GOTHIC TYPE)

PRIVATE NO. BEFORE TITLE --- 701

PUT IN SMALL TYPE IN LOWER BORDER (c) Brubaker PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BRING OUT MOUNTAIN A LITTLE MORE BOLD AND LARGER. FARM DISTRICT BETWEEN  
CITY AND MOUNTAIN

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

2 Subjects on  
order for this customer. Please  
make sure that all parts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*pepato*

*[Handwritten signature]*

ESTIMATE

By *[initials]* Date *SEP 13 1939*

	DATE RECEIVED	DATE COMPLETED
	SEP 13 1939	SEP 13 1939
	13 6	9/15/39
	1-	4. 16
	225 2 3	21 Sept.
	6 15 10-3	11-6

DATE RECEIVED ORD \_\_\_\_\_ DATE \_\_\_\_\_

DATE HAND COL. PROOF ORD \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

51  
190



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 9A-H1686 ORDER NO. 30537 DATE 9-11-1939

CUSTOMER MRS. THOMAS' CANDIES  
CINCINNATI, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$  GROUP 3 STYLE ART COLORTONE ~~XXXX~~ FULL

PLACE OF TITLE: Upper, Lower, Center—Border ☒ Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ELMWOOD HALL

WHEN MRS. THOMAS' CANDIES ARE MADE (ETC.)

FRONT NO. 5 (All of this on address side) ☒ FACE

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch ☐ Layout ☒ Retouched Photo ☐ Wash Drawing

Follow Layout

XXXXXXXXXXXXXXXXXX

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

#### COLOR DESCRIPTION

GREEN COLOR ON RIGHT OF SKETCH WANTS TO BE A LIGHTER GREEN. CHIMNEY ON ROOF MAKE A LIGHTER RED AND SOFTEN THIS COLOR ALSO. GREEN ON ROOF CUSTOMER WANTS TONED DOWN TO A SOFTER AND SOMEWHAT LIGHTER GREEN. ALL THE WOODWORK IN CINCINNATI STORE TO BE A LITTLE LIGHTER MORE ON THE GREEN GRAY BASIS. UNDER ELMWOOD HALL, THE THREE WORDS "MRS. THOMAS' CANDIES" SHOULD MATCH TYPE OF LETTER HEAD WHICH IS ATT'D. IF YOU CAN PUT THIS LETTERING IN SEPIA-BROWN COLOR, PLEASE DO SO.

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 18 1939

4-4 Pms. sp. 12

1-1-11

7-6-12



SERVICE NEWS AGENCY, JACKSON, MISS.

NO. 9A-H1687

ORDER 30523

DATE 9-11-1939

25 M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OLD STATE CAPITOL BUILDING,  
JACKSON, MISS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

No.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked In

By

Date

DATE

SEP 15 1939

SEP 15 1939

SEP 15 1939

5

7-18c

1-

9-

9-20 AT

225 1/2

21 1/2

6 8 1/2

7-22

8-11-40

DATE RECEIVED

DATE HAND DELIVERED

MAKEOVER

Charge

LV

Dept.

Required

RETOUCH

PHOTO

PRINT

ART 1

HC 1 1/2

Cost Dept.

FEB 20 1940

By

7/24

194



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-111688

E9

ORDER NO. 30048

DATE 9/12/39

12 1/2 M POST CARDS

GROUP 5  
ART COLORTONE

FULL PAGE  
WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) GREETINGS FROM

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE PENCIL SKETCH ATTACHED  
(NOTE CHANGE)

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this set. Please  
see to it that all nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

8X10

ESTIMATE

Cost Dept. Chicago

SEP 12 1939

WORK SCHEDULE

SEP 12 1939

	DATE	DATE	DATE
	SEP 12 1939	SEP 12 1939	
6 3			
5 7	9-12	1-19 32	
6	9-20	9-21 45	
25 2 1/2		21 Sept	
20 14	10-2	11-3	

JAN 6 1945

DATE Photo Returned to Customer

Carl  
Rush



NO. 9A-11689

ORDER NO. 30047

DATE 9/12/39

121	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.			FRONT NO.	I R. M. NO
TITLE (IN FULL) TWIN LIGHTS, HIGHLANDS? N.J.			IMPRINT	SAME AS ABOVE

COLOR DESCRIPTION

BOTH PHOTOS TO BE PUT TOGETHER AND MAKE ONE VIEW SAME AS CARD ATTACHED.  
NO FLOWERS IN FOREGROUND

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,797,775

## ATTENTION

order for this customer. Please  
note to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

SEP 22 1939

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

SEP 12 1970

	DATE COMPLETED	DATE RECEIVED DEPT.	DATE COMPLETED.
COPY TO FILE		SEP 12 1939	SEP 12 1939
SUBJECT			
REPORT MADE	14 9		8/15/39
PROJECT NO.			
STATION	60	9-19	9-10-39
EXAMINING			
HAND COPIES PREP	225 16		20 dupl
AIR MAIL	703 83	10-2	10-3

DATE RECEIVED OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_ a public notary of said State, Testimony taken and sworn to before me at \_\_\_\_\_ on \_\_\_\_\_ 19\_\_\_\_.

DATE 10-10-1960 BY 100-100-100

DATE Photo Returned to Customs:

188



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-HL690

ORDER NO. 30047

DATE 9/12/39

12 $\frac{1}{2}$  M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO.

(ALL OF THIS ON THE ADDRESS SIDE)

I R. M. NO

TITLE (IN FULL) MINIATURE RAILWAY AND  
STEAMBOAT PIER, KEANSBURG, N.J.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

TRAIN IS DARK BLUE AND YELLOW STRIPES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this set. Please  
to it that the negatives  
are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

SEP 13 1939

SEP 13 1939

			SEP 13 1939	SEP 13 1939
PHOTOGRAPH	2	3	9-13	9-14
PHOTO COPY	91		9-14	9-14
HAND COLOR PROOF	225	12		18 Sept
ARTIST L. & W.	219	9	10-2	10-4

DATE BLUEPRINT OR D

DATE Filed

By

By

DATE HAND COLOR PROOF ON D

DATE Photo Returned to Customer

By



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1691

ORDER No. 30047

DATE 9/12/39

12 $\frac{1}{2}$  M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) BEACHWAY AT CARR AVENUE  
(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BE SURE AND LEAVE IN ALL THE NAMES

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

16  
order for this customer. Please see to it that all of the negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE			
SEP 12 1939		Cust. Dept. Checked By SEP 12 1939	
DATE	QUANTITY	UNIT PRICE	TOTAL
SEP 12 1939			SEP 12 1939
SALES			
NO. OF CARDS	5		4/13 9
PHOTO LEND			
LENDING	85	7-14	9-15 H.T.
SUPPLY (GLASS)			
ENRAVING			
HAND COLORING	70	1/2	35-18-39
ARTIST FEES	215	9	10-2
			10-3

DATE ELABORATED

DATE NEW

DATE HAND COLORING

By

DATE Photo Returned to Customer

By

188



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-M1692

ORDER NO. 30047

DATE 9/12/39

12 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STEAMER "CITY OF KEANSBURG"  
ARRIVING AT DOCK, KEANSBURG, N. J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

TAKE OUT FELLOW IN SWIMMING TRUCKS AND SHIRT

3BA1340

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Order for this set. Please see to it that all negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

Cost Dept. Checked

SEP 12 1939

By SEP 12 1939

DATE COMPLETED

SEP 12 1939

SEP 12 1939

21 4

9/13 Gr.

65

9-14

9-16

201

15

9-15

9-16

213

10-2

10-5

DATE RECEIVED BY DATE FOR  
DATE PAID BY DATE FOR  
DATE PAID BY DATE FOR

11

188



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1693

ORDER NO. 30047

DATE 9/12/39

12 $\frac{1}{2}$  M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STAR OF THE SEA CHURCH, LONG  
BRANCH, N. J.

FRONT NO. I

R. M. NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

ROOF IS GREY - TRIMMINGS CEMENT CHURCH IS GREY  
BLDG. IS TO THE LEFT IS GREY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for the ... Please  
see to it that ... or nega-  
tives are uniform ...  
in harmony with each other  
to make an attractive set.

ESTIMATE			
By		Checked	
Date	SEP 13 1939	By	SEP 13 1939
DESCRIPTION	QTY	UNIT	DATE COMPLETED
CRAMMING, THE SET UP			SEP 13 1939
SKETCH			
RETOUCHING	7	4	9-13
PHOTO LITHO			9-14 SC
B. & W. COPIES	91		9-14
ENGRAVING			9-5 H.
HAND COLORING	70	1/2	9-13
ARTIST'S FEE	200	8 1/2	10-2
			10-5

DATE BLUEPRINT ORD

DATE FILED

DATE HAND COLOR PRINT ORD

DATE PHOTO PRINTED

By

7

189



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1694

ORDER NO. 30047

DATE 9/12/39

12½ M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHURCH OF OUR LADY OF  
PERPETUAL HELP, HIGHLANDS, N.J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLACK ROOF BROWN & GREY BRICK. BROWN DOORS

LETTERING ON SIGN BLACK

( CATHOLIC MOTORISTS  
SUNDAY MASSES  
7 - 8 - 9 - 10 - 11 )

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

16  
order for this set. Please  
see to it that all the nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
SEP 12 1939		SEP 12 1939	
DATE	TIME	DATE	TIME
SEP 12 1939		SEP 12 1939	
5	9-12	9-14	9-14
65	9-14	9-15	9-15
62	1/2	9-18	9-18
201	9	10-3	10-3

DATE RECEIVED BY

By

DATE HAND COLOR PROOF

By

DATE FILED

By

DATE Photo Returned to Customer

54  
188



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1695

ORDER NO. 30047

DATE 9/12/39

12 1/2 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

TITLE (IN FULL) NEW MILLION DOLLAR BRIDGE  
OVER SHREWSBURY RIVER FROM TWIN LIGHTS AT  
HIGHLANDS, N.J.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE CARD ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

16 Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

SEP 13 1939

By

Date SEP 13 1939

	TIME	DATE	DAYS
		DEPT.	COMPLETED
PRINTING		SEP 13 1939	SEP 13 1939
REPRODUCTION	4 7	9-13	9-15 SE
REPRODUCTION	8 4	9-15	9-16 SE
REPRODUCTION	227 1 1/2		9-18-39
REPRODUCTION	216 9 1/2	10-2	10-3

DATE RECEIVED

DATE Filed

DATE HANDLED

By

DATE Photo Returned to Customer

By

11/2 - 75-117

15  
189



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1696

ORDER NO. 30047

DATE 9/12/39

12 1/2 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) (IN SKY) BROADWAY, LONG  
BRANCH, N.J.

IMPRINT SAME AS ABOVE

*the Shadde*

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

BLDG. AT LEFT 1 is cream 2 brown  
AT RIGHT RED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subject on  
order for this customer. Please  
see to it that all of the nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

SEP 12 1939

WORK SCHEDULE

By

Date

SEP 12 1939

DATE RECEIVED	DATE COMPLETED
SEP 12 1939	SEP 12 1939
1 7 9-12	9-14 56
8 9-15	9-16 45
70 11 1/2	9-19-39

1. If the estimate is correct, the customer will be notified by the salesperson.

2. If the estimate is incorrect, the customer will be notified by the salesperson.

3. If the estimate is incorrect, the customer will be notified by the salesperson.

DATE Photo Returned to Customer

By

ST.  
188



UNION PAPER CO., INC., RED BANK, N.J:

NO. 94-11697

ORDER NO. 30047

DATE 9/12/39

12 1/2 M POST CARDS ART COLORTONE KKK FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) ~~HEIKIN~~ HOLLYWOOD HOTEL,  
WEST END, N.J. (IN SKY)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE  
PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDG. IS STUCCO. TRIM CREAM COLOR. AWNINGS GREEN. MONUMENT WHITE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this camera. Please  
see to it that all of the nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
Date SEP 12 1939  
GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

QUANTITY	DATE	DATE
CLIPPING	SEP 12 1939	SEP 12 1939
STITCH	4	9/15/39
PRINTING	9-12	9-16/39
PHOTO LITHO	227 1/2	9-18-39
BUILDING	212 9	10-5
REPAIRS	10/2	

FILE Filed

By

DATE Returned to Customer



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1698

ORDER NO. 30047

DATE 9/12/39

12 1/2 M POST CARDS ART COLORTONE FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BEACH AND PIER, LONG  
BRANCH, N.J.

FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

16  
... on  
... of this ...  
set to ...  
... in  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

By

Date

SEP 12 1939

DATE  
RECEIVED

SEP 12 1939

SEP 12 1939

13 5

9/14 Gr

84

9 5

9-6 15

62 13/4

9-18

209

10 1/2

10-2

10-4

DATE BLUEPRINT

By

DATE HAND COLOR PROOF

By

DATE PROOF

By

DATE Photo

17  
188



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1699

ORDER NO. 30047

DATE 9/12/39

12 1/2	M POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I	R. M. NO
TITLE (IN FULL) OCEAN AVENUE, LONG BRANCH, N.J.		IMPRINT SAME AS ABOVE	
In reply to Shaded		PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

BE SURE AND SHOW THE OCEAN

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

16 Subjects on  
this set. Please  
make all cuts or nega-  
tives uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE

By SEP 12 1939

Cost Dept. Checked

DATE SEP 12 1939

DATE	DATE	DATE	DATE
COMPLETED	COMPLETED	COMPLETED	COMPLETED
SEP 12 1939	SEP 12 1939	SEP 12 1939	SEP 12 1939
16 5	9/13 9	8 15	9-16 15
70 1 1/2	9-19-39		

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE FILED \_\_\_\_\_

DATE HAND COLOR PROOF ORD. \_\_\_\_\_ DATE PHOTOS RETURNED TO CUSTOMER \_\_\_\_\_

ST  
188



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1700

ORDER NO. 30047

DATE 9/12/39

12 1/2 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BOARDWALK AND BEACH,  
KEANSBURG, N.J. (IN SKY)

FRONT NO.

I

R. M.

NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order. Please  
select the  
negative  
order. Colors are  
in the sky with face other  
to make an attractive set.

3BH1340

ESTIMATE

Cost Dept. Checked

SEP 12 1939

By

SEP 12 1939

Date

QUANTITY	UNIT PRICE	DATE ESTIMATED	DATE COMPLETED
CURT TEICH & CO.		SEP 12 1939	SEP 12 1939
SLEET			
PHOTOGRAPH	2	5 9-12	-9-14 SL
PHOTOGRAPH			
BLUEPRINT	84	9-15	9-16 45
STRIPPING			
ENVELOPING			
HAND COLOR PROOF	62	134	9-19
ARTWORK	102	11	10-2

DATE SUBMITTED

DATE FILED

DATE HAND COLOR PROOF FILED

DATE RETURNED TO CUSTOMER

By

2

188



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1701

ORDER NO. 30047

DATE 9/12/39

12½ M POST CARDS ART COLORTONE FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER. FRONT NO. I R. M. NO  
TITLE (IN FULL) (IN SKY) BATHING BEACH, IMPRINT SAME AS ABOVE  
LONG BRANCH, N.J.

*to Shadok*

COLOR DESCRIPTION

PHOTO PROPERTY OF C.T.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

16 Subjects on  
order for this customer. Please  
note that all cuts or nega-  
tives uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

SEP 12 1939

SEP 12 1939

DATE RECEIVED	DATE SHIPPED	DATE RECEIVED	DATE SHIPPED
SEP 12 1939	SEP 12 1939	SEP 12 1939	SEP 12 1939
7	5	9-12-39	9-15-39
91		9-15-39	9-16-39
227	2	9-18-39	9-19-39
217	11	10-4-39	10-4-39

DATE RECEIVED BY DATE RECEIVED BY  
DATE RECEIVED BY DATE RECEIVED BY  
DATE RECEIVED BY DATE RECEIVED BY

7

ST.  
188



UNION PAPER CO., INC, RED BANK, N.J.

NO. 9A-H1702

ORDER No. 30047

DATE 9/12/39

12 1/2 M POST CARDS GROUP 3 ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) \* ST. ANN'S PAROCHIAL SCHOOL, KEANSBURG, N.J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. I R. M. NO

SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

THE PHOTO OF THE CONVENT IS TO GO ON THE LEFT OF SCHOOL AND THE RECTORY IS TO BE SHOWN ON THE RIGHT OF THE SCHOOL

BE SURE TO SHOW SUBTITLES UNDER EACH PICTURE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,737,775

ATTENTION!

16  
see that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

5412

ESTIMATE

Cost Dept. Checked

By

Date

SEP 26 1939 SEP 26 1939

7  
4

6

9-26

9-27 SL

741

9-29

225

22

306

202

2 1/2

10-4

10-6

DATE SUBMIT BY

DATE HAND

DATE HAND COLOR PROOF BY

DATE Photo Returned to Customer

7 - 1.00  
4 - 3 1/2 hrs.  
7 - 2 1/2



UNION PAPER CO., INC., RED BANK, N.J.

NO. 9A-H1703

ORDER NO. 30047

DATE 9/12/39

12<sup>1</sup>/<sub>2</sub> M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) (IN SKY) ST. ANN'S CATHOLIC  
CHURCH, KEANSBURG, N.J.

IMPRINT SAME AS A BOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

RED TILE ROOF COOPER DOME TAN BLDG.

3BH1340

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

SEP 12 1939

By

Date

SEP 12 1939

DATE	DATE	DATE	DATE
DATE	DATE	DATE	DATE
SEP 12 1939	SEP 12 1939		
19 3			
80	9-15	9-18-39	
227 1/2	9-20-39	9-21-39	
211 9	10-2		

DATE

DATE Filed

DATE PAID COLOR PROOF ORD

By

DATE Photo Returned to Custom-

By

17  
188



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NO. 9A-H170<sup>4</sup>

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

Take out name

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

16 Subjects of order for this customer. Please see to it that all prints or negatives are uniform in colors are in harmony with each other to make an attractive set.

ESTIMATE AND WORK SCHEDULE			
SEP 13 1939		SEP 13 1939	
DESCRIPTION	QUANTITY	DATE ESTIMATED	DATE COMPLETED
COMPOSING, 1000		SEP 12 1939	SEP 13 1939
SKETCH			
RETOUCHING	3		
PHOTO LITHO			
SLUING & STAMPING, CAPS	84	9-16	9-18
ENCLOSING			
HAND COLOR PROOF	70	10/2	10-20-39
ARTIST DEPT.	72	8 3/4 10/31	10/2

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOFS OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE Fd'd \_\_\_\_\_

By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

ST  
190







130



ST  
| 20



NO. 9A-H1708

PAN AMERICAN SALES CORP., NEW YORK, N.Y.

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

TAKE OUT DIRT ONLY .LEAVE IN LOGS, BANANAS.

Take out name

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

*12* Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK

By

Date

SEP 13 1939

## ESTIMATE

AND WORK SCHEDULE

Checked

By

Date

SEP 1 1939

OPERATION	EST. TIME	DATE	DATE
	Check No. Time Allowed	RECEIVED WORK	COMPLETED
COMPOSITION, SET UP		SEP 12 1939	SEP 13 1939
SKETCH			
RETOUCHING	16 3 1/2		9/14 GP
PHOTO LITHO			
PRINTING	8 1/2	9-15	9-16 GP
PROOFING			
MINI COLOR PROOF	225 1 1/2		19 Sept
ARTIST DELT.	68 8 3/4		11/1/39

DATE BLUEPRINT ORD.

DATE Aded

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

ST  
190



NO9A-H1709

PAN AMERICAN SALES CORP., NEW YORK, N.Y.

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

GREEN PLANT

Take out name

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

116 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

Set Dept. Checked

SEP 13 1939

AND WORK SCHEDULE

By

SEP 13 1939

Date

OPERATION	EST. TIME	DATE	DATE COMPLETED
CUTTING, MOUNTING		SEP 13 1939	SEP 13 1939
SKETCH			
REWORKING	19 2		
PHOTO-LITHO			
BLU. PRINT	85	9-15	9-15 45
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		18 Just
ARTIST DEPT.	219 8	10/30/39	10/31/39

DATE BLUEPRINT ORD.

By

DATE HAND

DATE HAND COLOR PROOF ORD.

By

DATE Photo Returned to Customer

140



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NO. 9<sup>A</sup>-H1710

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

GREEN PLANT.

TAKE OUT NAME.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

16  
prints on  
order (see back of case)  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Straight*

*Jan*

# ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

SEP 12 1939

SEP 13 1939

OPERATION	DATE	DATE	DATE
COMING TO SET		SEP 12 1939	SEP 13 1939
RETOUCHING	19. 2		9/15
PHOTO PRINTS			
BLUEPRINT	84	9-15	9-16
RETOUCHING			
HAND COLOR PROOF	20.1	9-18	9-18
ARTIST DEPT.	8		

DATE BLUEPRINT OK'D

DATE

By

DATE HAND COLOR PROOF OK'D

190



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NO. 9A-H1711

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT NAME.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS 17 PAT. NO. 1,797,775

ATTENTION!

16 subjects on order for this customer. Please see to it that all subjects or negatives are uniform in colors and in harmony with each other to make an attractive set.

*Straight*

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. *Agreed*

No.

Exps.

OPERATION	ST. TIME	DATE	DATE
	Time Allowed	Estimated Date	Completed
COMPOSING, TYPING, SET UP		SEP 15 1939	SEP 15 1939
ETCH			
TOUCHING	4 2	9-15	9-15 SL
PHOTO LITHO			
PRINTING	15	9-15	9-15 SL
ENCRAVING			
HAND COLOR PROOF	62 1 1/2		9-20
ARTIST DEPT.	66 8 1/2	10-30	11-2

DATE BLUEPRINT SENT

DATE Filed

DATE HAND COLOR PROOF SENT

By

DATE Photo Returned to Customer

By

4

1939



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NO. 9A-H1712

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

CROP TO 4" X 6" AT BOTTOM.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,787,775

ATTENTION!

Subjects on  
order to this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

AND WORK SCHEDULE

Cust. Dept. Checked

By

Date

SEP 13 1939

DATE COMPLETED

SEP 13 1939

SEP 13 1939

15 3

9/15/39

8

9-15

9-16/39

225 1/2

18 Sept

2 1/2 8 1/2 18-38

10-31

DATE BLUEPRINT ORD

DATE FILED

DATE HAND COLOR PROOF ORD

DATE HAND COLOR PROOF FILED

190



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NOA-H1713

ORDER NO.

DATE 9-1-1939

6 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
By SEP 13 1939 AND WORK SCHEDULE  
Date SEP 13 1939

OPERATION	EST. TIME Clock No. Time Allowed	DATE STARTED D. PT.	DATE COMPLETED
COMPOSING WITH SET UP		SEP 13 1939	SEP 13 1939
SKETCH			
RETOUCHING	15 1 1/2		9/14/39
PHOTO LITHO			
BLUEPRINT SMALLING (50% RED)	8 1/2	9-14	9-15-1939
ETCHING			
HAND COLOR PROOF	225 1 1/2		18 Sept
ARTIST DEPT.	206 8	9-30	Nov. 1

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST  
190



NO. 9A-H1714

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

## IMPRINT

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS  PAT. NO. 1,797,775

## ATTENTION!

\_\_\_\_\_ Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

SEP 1 1939

## ESTIMATE AND WORK SCHEDULE

Chas ~~Dick~~ Checked

SEP 1 1939

DATE	TIME	DATE	TIME
SEP 10 1939	SEP 10 1939	SEP 13 1939	SEP 13 1939
10	2	9/14	9
8	0-15	8-16	15
225	1 1/2	19	Sept.
69	8 1/2	Oct 30	39

DATE DECLARED FOR:

DATE Filed

By

B. 1.

DATE HAND COLOR. P.C. OF ORD.

DATE Photo Returned to Customer

51  
190



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NOA-H1715

ORDER NO.

DATE 9-12-1939

6M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT NAME

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

16 Subjects on  
order for the customer. Please  
see that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE AND WORK SCHEDULE

By SEP 13 1939 Date SEP 13 1939

Coor. Dept. Checked 6

ITEM	DATE	DATE
OTHER	DATE	DATE
CONFIRMATION	SEP 13 1939	SEP 13 1939
REVISIONS	20 3	9/14/39
PRINTS	14	9-15
EMERGENCY	70 1/2	9-20-39
HAND COLOR	61 9	10-30-39
ARTIST		11-3-39

DATE BLUEPRINT By DATE FILED By

DATE HAND COLOR By



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NO. 9A-H1716

ORDER NO.

DATE 9-12-1939

6 MOST CARDS

ART COLORTONE

WHITEBORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,773

## ATTENTION!

16 Subjects on order for this customer. Please see to it that all of the negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

Cost Dept. Checked

By

DATE

SEP 13 1939

DATE

COMPLETED

SEP 13 1939

SEP 13 1939

DATE

RECEIVED

PHOTO

DATE

ENDORSE

HAND COLOR

ARTIST

206 2 1/2

84

225 1 1/2

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9-12

10/30/39

9/14/39

9-16-145

18 Dept

11/1/39

DATE BLUEPRINT

DATE

DATE HAND COLOR

11  
190



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NO. 9A-M1717

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT NAME

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

16 Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

SEP 13 1939

By

Date

SEP 13 1939

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL PRICE	DATE COMPLETED
6 M POST CARDS			SEP 13 1939	SEP 18 1939
ART COLORTONE				
WHITE BORDER				
REPRODUCTION	15	3		9/14/39
PRINTING				
ILLUSTRATION	85		9-15	9-15-39
REPRODUCTION				
REPRODUCTION	227	1 1/2	9-16-39	9-18-39
REPRODUCTION		8 3/4		

DATE RECEIVED

DATE PAID

ST  
190



PAN AMERICAN SALES CORP., NEW YORK, N.Y.

NO. 9A-H1718

ORDER NO.

DATE 9-12-1939

6M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT RUBBISH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		Coac Dept. Checked	
By	Date	By	Date
SEP 13 1939	SEP 13 1939	SEP 13 1939	SEP 13 1939
DATE COMPLETED		DATE COMPLETED	
SEP 13 1939		SEP 13 1939	
RETRYING	205 3	9/14/39	
PROOFING	84	9-14	
RETRYING	225 1/2	19 Sept	
ARTIST LATE	43 9	Nov. 2	

DATE BLUEPRINT ORD

DATE

By

DATE HAND COLOR

By



56

NO. 94-H1719

PAN AMERICAN SALES CORP., NEW YORK, N.Y.

ORDER NO.

DATE 9-12-1939

6 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

IMPRINT

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE PHOTO USED ON FRONT OF COVER NO. D-5776.  
MAKE BORDER CONSISTING OF 21 FLAGS. SEE BOOKLET ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

16 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

5 x 7  
Pamela Sklar  
2 1/2  
F.H.

MAKEDOVER

Charge to

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and in Cost Dept.

PHOTO LI

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Com. Dept. Checked

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COMPLETED

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12-19

DATE RECEIVED

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By

MAKEDOVER

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OCT 26 1939

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CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1720 ORDER NO. 30551 DATE 9-13-1939

CUSTOMER RELIABLE MONUMENT COMPANY  
COVINGTON, KENTUCKY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RELIABLE MONUMENT COMPANY — ESTABLISHED  
1915

(ETC. AS PER COPY)

see sketch

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. SPEC. (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH & INST. ATT'D.

COLOR DESCRIPTION

SEE SKETCH & INST. ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

SEP 15 1939

make red impression  
" DK Blue — " —

Handwritten notes on the right side of the form, including "70-9-2" and "9-27".

Handwritten signature or initials.

Handwritten notes at the bottom left, including "5 - ap 11" and "1 - ap 12".



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	DIAL No. 9A-H1721		ORDER NO. 30552	DATE 19-4-1939	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer	PHOTO RETURNED	
	CUSTOMER SHADY REST TOURIST HOME ATLANTA, GA.								
	12 M 500 POST CARDS		SIZE 3½ x 5½	GROUP 4	STYLEART COLORTONE WHITE BORDER				
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout				FRONT NO. 5 (All of this on address side)				TO
	Title in Plate Yes No Copyright in Plate Yes No				R. M. Yes No				
	Title in full THE SOUTH'S FINEST TOURIST HOME SINCE				R. M. to cover part of Mess. Space, entire Mess. Space, entire Front				
	1926 - SHADY REST (ETC. AS PER COPY)				Trade Mark Yes No Special type as sample				
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	see cust. type				IMPRINT: Customer C. T. Imprint No Imprint				PHOTO USED FOR
	RETOUCHING DEPARTMENT								
	Submit Sketch — Layout — Retouched Photo — Wash Drawing								
	Follow Layout								
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER					Negative — Line — Halftone — Combination. 120				
					Dry — Wet — Pancromatic — Color Separation. 133				
					Transfer — Paper Process — New Process. 150				
					Stripping — White Border — Full Face. 175				
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER					Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue				
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	COLOR DESCRIPTION								
	SEE SKETCH ATTUD.								

1 Repl. to 547  
R.O. 1  
Rev 11  
174 Re 2/2  
67- 10-18-39 12 1/2 — 10-19-39  
69- 10-18-39 — 10-19-39  
67- 7 1/2  
69- 5

4 photos recd  
10/18/39  
JA

make red magnification

5 — of 12 — 11/11  
5 of 11 — 1/11



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CUSTOMER HOWARD JOHNSON'S  
MIAMI, FLORIDA

**DEPT,  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART**

DATE COMPLETED \_\_\_\_\_

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2}$  x  $5\frac{1}{2}$

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate	Yes	No	Copyright in Plate	Yes	No
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Title in full HOWARD JOHNSON'S - MIAMI, FLORIDA  
BOT-1100 BISCAYNE BOULEVARD

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No	Special type as sample
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IMPRINT : Customer ☐ C. T. Imprint ☒ No Imprint ☐

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

### Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

### COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

ATT'D.

PHOTO RETURNED

To

PHOTO USED FOR

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3M—1.2.39

SEP 14 1939

191



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1723 ORDER NO. 30554 DATE 9/19/1939

CUSTOMER WARREN'S SERVICE STATION, INC.  
LYNCHBURG, VIRGINIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M POST CARDS SIZE 3½ x 5½ (GROUP 3) STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full OLD FORT COTTAGE HOTEL  
ONE MILE EAST OF LYNCHBURG, VIRGINIA  
intersection of Routes 460 and 501

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

The Main building as you see is white. the interior woodwork trim of the cottage is green the same shade as your #16. In the dining room the booths in the rear are also #16 green, the drapes are maroon #62, the floor is the same, the tables and chairs are #16 green striped in black, the walls are cream

Also see pencil sketch for layout

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 21 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1724 ORDER NO. 30556 DATE 9/20/39

CUSTOMER THE WILSON FLOOR COMPANY  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M POST CARDS SIZE 3 1/8 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOLMES BROADLOOM WILTON CARPETS ARE  
SEAMLESS - CUT TO FIT YOUR FLOORS. (ETC. AS  
PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*No on Front*

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LAYOUT ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO  
YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 26 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1725 ORDER NO. 30562 DATE 9-13-1939

CUSTOMER HOTEL YORK  
ST. LOUIS, MISSOURI

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

(GROUP 2) STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL YORK BEDROOMS

SEE RATES ON REVERSE SIDE

*little in Panel*

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATT'D. ALSO INSTRUCTIONS.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

SEP 14 1939

5-7

Ret 6 1/2  
2/2 2 1/2

Just 12

62 9-20  
10-2 #65

*Red*

*Qpr*

57  
10/1



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1726 ORDER NO 30563

DATE 9-12-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HOTEL YORK  
ST. LOUIS, MISSOURI

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BALLROOM

LUNCHEONS FROM 75¢ - DINNERS FROM \$1.00

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
(120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

SEP 14 1939

make DK Blue impression

ST  
19/1



1954-55



PHILIPPINE EDUCATION CO., INC., MANILA, P.I.

NO. 9A-H1728

ORDER NO. 30576

DATE 9-13-1939

12 M500 POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.	FRONT NO. I	R. M. YES
TITLE (IN FULL) MARCO POLO HOTEL - MANILA, PHILIPPINES	IMPRINT SAME AS ABOVE	
	PUT IN STAMP SPACE: PLACE STAMP HERE	
	BOT. OF MESSAGE SPACE: H. I. TIBBITTS, MANAGER	
	PHOTO PROPERTY OF	

COLOR DESCRIPTION

COLORING TO BE SOMEWHAT THE SAME AS CARD 2A-H408 ATT'D.  
DO NOT MAKE COLORS TOO VIVID.

*See inst attached*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

In front of the building as noted on one of the proofs, the word Hotel should be inserted at the top of the building. At the left and right of the building fill-ins as noted. The building is to be white the same as the Manila Hotel post card same as C. T. Photo Colorit 8A-H2159. When the building is white the glass window frames will undoubtedly show up better than the proof we are returning to you herewith.

As the street is asphalted it should be colored accordingly.

ESTIMATE AND WORK SCHEDULE			
OPERATION		EST. TIME	DATE
		Time Allowed	ENTERED DEPT.
			DATE COMPLETED
CONSTRUCTION, SET UP			SEP 18 1939
SKETCH		7	9/20/39
RETOUCHING			
PHOTO LITHO			
PRINTING			
ENGRAVING			
HAND COLOR PROOF		13/4	9-22-39
ARTIST DEPT.		9	11-10-39

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

WAREHOUSE

Charge to LV Dept.

EST. NO. 1

RETOUCHING	3	Entered in Cost Dept.
PHOTO LITHO	1	DATE OCT 30 1939
COMPOSING		
ART DEPT. HC	13/4	
ENGRAVING		

RM 194  
198



NO. 9A-H1729

A. KARCHER CANDY CO., LITTLE ROCK, ARK.

ORDER NO. 30574

DATE 9-13-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE LITTLE ROCK FROM WHICH  
THE CITY OF LITTLE ROCK TOOK ITS  
NAME, LITTLE ROCK, ARK.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

4CH 814  
photo in 5041226  
PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 13848. SEE CARD ATT'D FOR COLORS.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

2 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK - Estimate

By

Date

## ESTIMATE

Cost Dept. Checked

By

Date

1939 AND WORK SCHEDULE

OPERATION	EST. TIME	DATE	DATE COMPLETED
COMPOSING, TYPE SET UP		SEP 15 1939	SEP 15 1939
SKETCH			
RETOUCHING	7	3 9-15	9-15
PHOTO LITHO			
B. L. & W. PROOF	85	9-20	9-21 A.T.
ENGRAVING			
HAND COLOR PROOF	225	1 1/2	21 Sept
ARTIST DEPT.	215	8 3/4 9/28	9/29

DATE BLUEPRINT AND

By

DATE HAND COLOR PROOF AND

By

194



A. KARCHER CANDY CO., LITTLE ROCK, ARK.

NO. 9A-H1730

ORDER NO. 30574

DATE 9-13-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) STATE CAPITOL AT NIGHT,  
LITTLE ROCK, ARK.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 2A-H1032. MAKE AS ATTRACTIVE  
A SCENE AS POSSIBLE.  
night

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,737,775

## ATTENTION!

Subjects on  
order for the customer. Please  
see to it that all or nega-  
tives are in color and colors are  
in harmony with each other  
to make an attractive set.

R. 5X7

3

By [Signature] **ESTIMATE** Cost Dept. Checked [Signature]  
Date [Signature] **AND WORK SCHEDULE** Date [Signature]

OPERATION	EST. TIME Clock No. (Time Allow.)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		SEP 15 1939	SEP 15 1939
SKETCH			
RETOUCHING	2 6	9-15	9-19-39
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUEING	85	9-19	9-21-39
ENGRAVING			
HAND COLOR PROOF	225 1/2		22 Sept
ARTIST DEPT.	216 9	9-28	9-29

DATE BLUEPRINT OK'D [Signature] DATE HAND [Signature]  
DATE HAND COLOR PROOF OK'D [Signature] DATE Photo Returned to Customer [Signature]

2

57  
1939



G. H. WICKMAN, MACKINAC ISLAND, MICH.  
MADE IN U.S.A.

NO. 9A-H1731

ORDER No. 30585

DATE 9-13-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) NEW STATE AUTO FERRY DOCK,  
ST. ~~IGNACE~~, MICH.  
IGNACE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE 3A-H1354 & 7A-H3599.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By [Signature] Date 9-15-39

Estimate AND WORK SCHEDULE

Cons. Dept. Checked By [Signature] Date 9-15-39

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			SEP 15 1939	SEP 15 1939
SKETCH				
REVOUCHING	17	2		9-15-39
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUEING	8-		9-16	9-16-39
ENGRAVING				
HAND COLOR PROOF	62	1 1/2		9-20
ARTIST DEPT.	35	8 1/2	9-27/39	9-29-39

DATE BLUEPRINT OK'D By [Signature] DATE FILED By [Signature]

DATE HAND COLOR PROOF OK'D By [Signature] DATE Photo Returned to Customer By [Signature]

ST.  
193



Rephoto  
5x7

NO. 9A-H1732

WOODCOCK MFG. CO., HOT SPRINGS NATIONAL PARK, ARK.

ORDER No. 30117

DATE 9/15/39

25 M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.	(ALL OF THIS ON THE ADDRESS SIDE)	
TITLE (IN FULL) <u>STREET SCENE, HOT SPRINGS NATIONAL PARK, ARK.</u>	FRONT NO. <u>I</u>	R. M. <u>YES</u> <i>same as 5A H1402</i>
<i>Photo in 12 H 617</i> <i>Print in 12 H 617 - 102</i>	IMPRINT <u>SAME AS ABOVE</u>	
PHOTO PROPERTY OF <u>C.T.</u>		

COLOR DESCRIPTION

USE PHOTO NO. 5A-H1402. TAKE OUT ALL STREET CARDS AND TRACKS & MAKE ~~THE~~ THE BUS CREAM COLOR - GREEN TRIM

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*Estimate*  
**ESTIMATE  
WORK SCHEDULE**

Cost Dept. Checked

By

Date

	EST. TIME		DATE	DATE
	Click No.	Time Allowed	ENTERED DEPT.	COMPLETED
COMPOSING TYPE SET UP			SEP 18 1939	SEP 18 1939
SKETCH				
RETOUCHING	18	2		
PHOTO-LITHO				
BLUEPRINT STAMPING, CHARGING	91		9-21	9-21-45
ENGRAVING				
HAND COLOR PROOF	225	1 3/4		23 Sept
ARTIST DEPT.	35	9 3/4	10-2-39	10-3-39

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

198



NO. 9A-H1733

SOLD BY L. B. HOLLISTER, IMPORTER & JOBBER, LEAD? SO.DAK. ORDER NO. 30147

DATE 9/13/39

12<sup>1</sup>/<sub>2</sub> M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) SENTINEL ROCK, NEEDLES HIGHWAY, BLACK HILLS, SO. DAK.  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 89

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

ROCKS GREY STONE. TAKE OUT CAR. NOTE: THIS SAME PHOTO WAS USED ON FRONT OF FOLDER COVER NO. N4517 (ATTACHED.)

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
Order for this customer. Please  
see to it that all photos or nega-  
tives are uniform, and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE AND WORK SCHEDULE

OPERATION	EST. TIME	DATE	DATE COMPLETED
COMPOSING, THE SET UP		SEP 18 1939	SEP 18 1939
SKETCH			9/19/39
RETOUCHING	15	1 1/2	
PHOTO LITHO			
BLUEPRINT STREET PICTURE (each line)	91	9	9-21-39
ENGRAVING			22
HAND COLOR PROOF	225	1 1/2	
ARTIST DEPT.		8 3/4	

DATE BLUEPRINT OK'D \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_  
By \_\_\_\_\_

15  
198



NO. 9A-H1734

SOLD BY L. B. HOLLISTER, IMPORTER & JOBBER, LEAD, SO. DAK. ORDER NO. 30147

DATE 9/15/39

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) MT. RUSHMORE MEMORIAL,  
BLACK HILLS, SO. DAK.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 49

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
CARVING LIGHT GREY. USE PORTION AS MARKED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

# ATTENTION!

Subjects on order for this engraving. Please see to it that all negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE AND WORK SCHEDULE			
OPERATION	EST. TIME	DATE STARTED DUPL.	DATE COMPLETED
COMPOSING SET-UP		SEP 18 1939	SEP 18 1939
ETCH			
PROOFING			
PHOTO LITHO			
BY-PRINT			
STRIPPING, OPAZING	91	9-19	9-21-41
ENGRAVING			
HAND COLOR PROOF	225	1/2	23 Sept
ARTIST DEPT.	63	8	

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE FIN \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned \_\_\_\_\_

11  
198



NO. 9A-H1735

SOLD BY L. B. HOLLISTER, IMPORTER & JOBBER, LEAD, SO. DAK. ORDER NO. 30147

DATE 9/15/39

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) MT. RUSHMORE MEMORIAL, BLACK HILLS, SO. DAK.  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 246

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

CARVING LIGHT GREY. STONE DARK ROCK - DARK GREY. USE PORTION AS MARKED.  
TAKE OUT CAR AND PEOPLE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an effective set.

ESTIMATE AND WORK SCHEDULE

OPERATION	DATE	DATE COMPLETED
CONSTRUCTING TYPE SET UP	SEP 18 1939	SEP 18 1939
SETUP		
RETOUCHING	17	9/19/39
PHOTO-ETCHING	85	9-21-39
BLU-PRINT		
STAMPING		
ENGRAVING		
HAND COLOR PROOF	70	9-21-39
ARTIST DEM.	71	10-4-39

DATE BLU-PRINT OK'D \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_  
By \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_

57  
198



SOLD BY L. B. HOLLISTER, IMPORTER & JOBBER, LEAD, SO. DAK. ORDER NO. 30147

DATE 9/18/39

12 $\frac{1}{2}$  M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) BEAR BUTTE, NEAR STURGIS,  
BLACK HILLS, SO. DAK.

IMPRINT SAME AS ABOVE

ALTITUDE 4085 FT. 3 MILES AROUND BASE

PRIVATE NO. BEFORE TITLE -----8

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

MAKE AS LARGE ON CARD AS POSSIBLE WITH PEAK NEAR TOP OF CARD.  
OLD CARDS WERE MADE ~~TOO~~ TO LOOK TOO BARE, IT IS GRASSED AND TREES ~~EXTER~~ GROW  
TO THE TOP. GIVE CARD NICE FOREGROUND WITH FOLIAGE ETC. A NICE CARD OF THIS  
WILL GO INTO ALL BLACK HILLS ASSORTMENTS.

SUBMIT: RET. PHOTO      E. L. & W. PROOF      HANDCOL PROOF      **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

... of ...

SEP 19 1939

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked.

By

Date \_\_\_\_\_

SEP 19 1939

[illegible]

LATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed

By

五

DATE HAND COLOR PROOF OK'D

DATE Shgo Return to Business

33

E<sub>J</sub> = 13/4

$\frac{1}{4}$  hr.

Serv. Rush



199



MARKEN & ~~XXXXXX~~ BIELFELD, <sup>INC.</sup> FREDERICK, MD.

NO. 9A-H1737

ORDER NO. 30600

DATE 9-14-1939

25 MPOST CARDS GROUP 2 ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FRANCIS SCOTT KEY HOTEL,  
FREDERICK, MARYLAND

GRAVE AND MONUMENT OF FRANCIS SCOTT  
KEY, AUTHOR OF OUR NATIONAL ANTHEM  
"THE STAR SPANGLED BANNER"

(USE GOTHIC TYPE)

as on K card attached

COLOR DESCRIPTION

USE PHOTO NO. C-63183

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 13

R. M. ~~YES~~ No

IMPRINT SAME AS ABOVE

PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF C.T.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

Emergency

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ORDERED DEPT.	DATE COMPLETED
	Days	Time Allowed		
COMP. ENG. WITH SET UP			SEP 18 1939	SEP 18 1939
SKETCH	2	1 1/2		9/19/39
RETOUCHING	16	2 1/2		
PHOTO LITHO				
BLUEPRINT STRIPPING OR ALUMINO	8 1/2		9-20	9-22-45
ENGRAVING				
HAND COLOR PROOF	225	2		23 Sept
ARTIST DEPT.	217	11	OCT 2-39	OCT 3-39

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed

By

DATE Photo Returned to Customer

By



WAYNE CALENDAR & NOVELTY CO.,  
FT. WAYNE, IND.

NO. 9AH1738

ORDER NO. 30598

DATE 9-21-39

124500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

GREETINGS FROM  
FORT WAYNE, IND.

Small type--(c) Curt Teich & Co. Inc.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. " 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

COLOR DESCRIPTION

*Photo in D-6779*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. *Yes*

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Set 9*

*Cor 21*

*Cor 3*

# ESTIMATE

Cost Dept. Checked

By

Date

By

Date

AND WORK SCHEDULE

NOV 7 1939

CONTRACT NO.	EST. TIME	DATE COMPLETED
50	21 9	NOV 7 1939
21-3	5	
10-2		
21		
203	16	11-15 11-17

DATE RECEIVED

DATE PAID

DATE HANDLED (FROM US'D)

DATE INVOICES RETURNED TO CONSUMER

By

By

*74*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1739 ~~xxx~~ ORDER NO. 30595 DATE 9-14-1939

CUSTOMER HOTEL LANKERSHIM  
SAN FRANCISCO, CALI. F.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST CARDS

SIZE

3½ x 5½

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL LANKERSHIM - 55 - 5TH ST.,  
SAN FRANCISCO (ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175  
Screens

SEE INSTRUCTIONS ATT'D.

COLOR DESCRIPTION  
SEE INSTRUCTIONS ATT'D.

MAKEOVER

Charge to ADV + SALESMAN Dept.

DATE RECEIVED

RECEIVED

3

Time allowed in Cost Dept.

POSTAGE

4

COMMISSION

14

ART DEPT.

By

ENGRAVING

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 14 1939

198



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 9A-H1740 ORDER NO 30611

DATE 9-15-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER CHESTER GROVES  
CITY POINT, FLORIDA

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BARRELS OF FRUIT FOR THANKSGIVING (ETC.)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

SEE SKETCH ATT'D.

COLOR DESCRIPTION

SEE SKETCH ATT'D. PERHAPS THE ORANGES ARE TOO RED. THIS VARIETY IS A LIGHT YELLOW  
COLOR AND DON'T WANT TO ADVERTISE TOO MUCH OF A CONTRAST, BUT NEED SOME RED TO  
"SELL IT". SUGGEST LIGHTENING UP SOME. MAYBE HIGHLIGHTING THE FRUIT MORE WOULD  
TONE DOWN THE RED EFFECT.

*Handwritten in red ink:*  
RUBH

PHOTO RETURNED

TO

PHOTO USED FOR

*1 Replate 5-7*

*LO 3*

*Ret 9 2*

*62 9-25 Re 2/4*

*Last 1/4*

*Handwritten in red ink:*  
A. J. ...  
B. J. ...

SEP 15 1939

*Handwritten in blue ink:*  
make DK. Blue impression  
Red — — —



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. 9A-H1741 ORDER NO. 30611 DATE 9/19/39

CUSTOMER J.W. BOVARD  
CHESTER GROVES  
CITY POINT, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO PROPERTY OF C. T. & CO.

12 1/2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SPECIAL TABLE AND JUICE PACK  
CHESTER GROVES

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH FOR LAYOUT & COLORS

SEEDLESS ~~PRG~~ ORG. 1/4 #5  
PINEAPPLE 3/4 #5  
TANGERINE #6  
DISPLAY ORGS 1/4 #6  
(ALSO SEE SAMPLES)

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

L.O. 1  
Ret. 9 1/2  
H.C. 2  
62 9-27  
L. Groves 11

SEP 21 1939  
SEP 21 1939



85  
# 42



UNITOL NEWS CO., NASHVILLE, TENN.

NO. 9A-M1743

ORDER NO. 90170

DATE 10-13-1939

12 M500 POST CARDS

ART COLOR TONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) TENNESSEE STATE SONG

FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

SMALL TYPE: (C) CURT TEICH & CO., INC.

PHOTO PROPERTY OF EXET C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS AND PENCIL LAYOUT ATT'D.

*Submit sketch*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*10/19*  
OCT 19 1939

ESTIMATE

By

OCT 19 1939

DATE

RECEIVED DEPT.

DATE COMPLETED

OCT 19 1939

OCT 19 1939

RETOUCHING	20	21	2		
PHOTOGRAPH	1	21-3 16-4 15-1	8		10/24/39
PROOFING					
BLANKET		85		10-25	
STAMPING					
ART DEPT.	69	14	10-31	11-3	

RETOUCHING

DATE

DATE HAND COMPLETED

DATE PHOTO DELIVERED TO CUSTOMER

MAKEOVER

Charge to

*App. Rel.*

EST. REQUIRED

RETOUCHING

PHOTOGRAPH

COMPOSING

ART DEPT.

ENGRAVING

OCT 27 1939



C. W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. 9A-H1744

ORDER NO. 30190

DATE 9/1 8/39

6 MPOST CARDS C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) POST OFFICE, RHINEBECK,  
N.Y.  
(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT PUB. FOR C.J.FUNK, RHINEBECK,  
N.Y.

PRIVATE NO. 3/4" FROM RIGHT EDGE IN UPPER  
BORDER

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

GREY ROOF. CREAM COLUMNS. BLEG. MIXED BROWN AND GREYISH STONE.  
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

ESTIMATE  
By SEP 19 1939 AND WORK SCHEDULE Date SEP 19 1939

DESCRIPTION	EST. TIME Job No. Time Allowed	DATE ESTIMATED	DATE COMPLETED
		SEP 19 1939	SEP 19 1939
	7 2	9-19	9-20 SC
		9-20	9-22 AT.
	1 1/2		
	7-2 8 1/2	9-26	9-27

DATE ESTIMATE MADE DATE FILED

DATE FOR COLOR PROOF AND By

DATE Photo Returned to Customer

7

IT.  
199



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1745 ORDER NO. 30202 DATE 10-30-1939

CUSTOMER CREMER'S AUTO COURT  
RENO, NEVADA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CREMER'S AUTO COURT - ROUTE 40, 2 MILES  
EAST OF RENO, NEVADA (ETC.)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

CHANGE WORD IN SIGN AS INDICATED  
ON SKETCH ATT'D. IN PENCIL.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATT'D.  
REVERSE COLORS ON SIGN, i.e. AUTO: BLUE, CREMER'S & COURT: RED.  
USE WORD "COURT" IN PLATE OF APARTMENTS IN COPY IN PANEL.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

OCT 31 1939

Make DK Blue impression  
" Red " "

1 photo 5.7  
LO 1/2  
Ret 6 1/2  
no He 1 3/4 11-7-20  
Lat 8 1/2 54

4

64



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER	DIAL No.	9A-H1746	ORDER NO.	30203	DATE	9/19/39	DEPT.	RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer	
	CUSTOMER	PRESS PHOTO SERVICE DETROIT, MICHIGAN									
PHOTO PROPERTY OF C. T. & CO. —	6	M	POST CARDS	SIZE	SIZE 3 1/2 x 5 1/2	GROUP 2	STYLE	ART COLORTONE	WHITE BORDER	PHOTO RETURNED	
	PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full THE MAYFAIR ON BEAUTIFUL LAKE LANSING LANSING, MICH. PHONE 9873 OR 42216 FOR RESERVATION							FRONT NO.	5		R. M. Yes No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer C. T. Imprint No Imprint
RETURN PHOTO	RETOUCHING DEPARTMENT Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout							Negative — Line — Halftone — Combination. 120 Dry — Wet — Pancromatic — Color Separation. 133 Transfer — Paper Process — New Process. 150 Stripping — White Border — Full Face. 175 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue			PHOTO USED FOR
	COLOR DESCRIPTION  SEE LAYOUT & INSTRUCTIONS THEREON										

MAKEOVER  
H.D.V. S.E. Dept.

L. B. 1 hour  
Ref. 10 1/2  
5-2-41 - 226 H.C. 2 1/4  
L. Card 11 1/2

As quoted  
[Signature]

#34

SEP 20 1939

Pay Dept  
Fact Note 23.50  
Sect Note 58.50  
OCT 20 1939

C. T. & CO. Inc.		1733-1755 W. Irving Park Blvd.		CHICAGO, ILL.	
ART DEPT. HC	2/4	[Signature]			
RETOUCHING					

6 9/11-1  
4 7/13-66  
7 12/10



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H174 ORDER NO. 30206 DATE 11-4-1939

CUSTOMER SOMERSET HOTEL  
MIAMI BEACH, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

E3  
Photos for  
this Customer

50 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No

Title in full SOMERSET HOTEL, MIAMI BEACH, FLORIDA  
BOTH ~~XXXXXXXX~~ DIRECTLY ON THE ATLANTIC OCEAN

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATT'D.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FOLLOW SKETCH FOR COPY, DESIGN & COLORING.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

NOV 6 1939

make D.K. Blue impression



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1748 ORDER NO 30208 DATE 11-15-1939

CUSTOMER WHITEHART HOTEL  
MIAMI BEACH, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST ARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WHITEHART HOTEL - MIAMI BEACH, FLORIDA  
BOT-ON THE OCEAN FRONT

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout ADD SIGN "WHITEHART" OVER CANTALIVER  
ABOVE HOTEL ENTRANCE.

SEE SKETCH ATT'D. SIGN SHOULD BE BLACK  
CAPITAL LETTERS EXTENDING ALONG LENGTH FORMED FROM  
CENTER OF LEFT PILLAR TO CENTER OF RIGHT  
PILLAR, AS INDICATED ON OVERLAY.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATT'D.

PHOTO RETURNED

6/23

TO

PHOTO USED FOR

NOV 15 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. 9A-H1749 ORDER NO. 30210 DATE 9/19/39

CUSTOMER THE GRANADA APT'S INC.  
MIAMI, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO PROPERTY OF C. T. & CO.

12 1/2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full GRANADA APARTMENT HOTEL MIAMI FLORIDA

BOT - "WHERE THE RIVER MEETS THE BAY"

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C.T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

coloring MUST BE EXACTLY AS SKETCH  
FOLLOW SKETCH ATTACHED.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ref. 6 hrs  
70 H.C. 134  
68 L. Art 10 1/2

Py

MI. FLORIDA  
9A-H1749

SEP 20 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1750 ORDER NO. 30213 DATE 9/19/39

CUSTOMER BAILEY RUG CO., INC.  
SCHENECTADY, NEW YORK

2 5/16 x 3 7/16

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M BUSINESS CARDS SIZE 2 1/8 x 3 7/16

STYLE ART COLO. TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE BIG RUG STORE (ETC. AS PER COPY)

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

USE PHOTO NO. 9A-H1634 TO MAKE  
NEW BLACK NEGATIVE

COLOR DESCRIPTION

REDUCE COLOR PLATES OF 9A-H1634

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

Ref 0  
Question 13 1/2 2 3/4  
# 68 9/29  
As quoted

Handwritten signature

SEP 20 1939



MRS. E. A. BELLIS, MT. GAYLER, ARK.

NO. 9A-H1751

ORDER NO. 30214

DATE 9/19/39

6 M POST CARDS

PHOTO COLORIT

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ROCK BLUFF, WHITE ROCK MOUNTAIN  
OZARK NATIONAL FOREST, NEAR ~~MT.~~  
MT. GAYLER, ARK.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

I R. M. NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

COLOR OF ROCK IS A LIGHT GREYISH LIME STONE, WITH STREAKS OF BLACK RUNNING  
THROUGH IT LEAVE IN THE MAN ON THE ROCK, THIS IS MR. BELLIS  
CUT OFF PHOTO AS MARKED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797

ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all subjects  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE COMPLETED
CHARTERED TRUCK			SEP 19 1939	SEP 19 1939
DRIVER				
RESEARCHING	18	2		9/20
PHOTO-LITHO				
B. L. & W. PROOF	40		9-20	9-22 AT
ENGRAVING				
HAND COLOR PROOF	225	1/2		23 Sept.
ARTIST COST.	9	#68		10/5/39

DATE BLUEPRINT OR D.

By

DATE Filed

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

By

II



MRS. E. A. BELLIS, MT. GAYLER, ARK.

NO. 9A-H1752

ORDER NO. 30214

DATE 9/19/39

6 M POST CARDS

PHOTO COLORIT

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

TITLE (IN FULL) SCENIC VIEW IN OZARK NATIONAL  
FOREST ON BIDVILLE, WHITE ROCK ROAD  
NEAR MT. GAYLER, ARK.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BE SURE AND TRY AND WORK IN FROM NEGATIVE THE MOUNTAINS IN THE FAR DISTANCE  
AS SHOWN BY INK OUTLINE

BE SURE TO GET ALL MOUNTAINS IN

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

OPERATION		EST. TIME		DATE	
		Check No.	Time Allowed	ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP				SEP 19 1939	SEP 19 1939
SKETCH					
RETOUCHING		15	2		9/21 Gr
PHOTO-LITHO					
BLUEPRINT STAMPING OPAQUING		91		9-21	9-22 AT.
ENGRAVING					
HAND COLOR PROOF		325	1 1/2		25 Sept
ARTIST DEPT.		65	10	10-3	10-14

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

11/1



8

MRS. E. A. BELLIS, MT. GAYLER, ARK.

NO. 9A-H1753

ORDER NO. 30214

DATE 9/19/39

6 M POST CARDS PHOTO COLORIT WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. I R. M. NO
TITLE (IN FULL) ONE OF THE PICTURESQUE SPOTS ON ROAD TO WHITE ROCK <sup>Mountain</sup> ST., OZARK NAT NATIONAL FOREST NEAR MT. GAYLER, ARK.	IMPRINT SAME AS ABOVE
	PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

STONE COLOR HERE IS A LIGHT TAN AND BROWNISH STONE, WITH VARIOUS COLORS  
RUNNING THROUGH IT. THIS SHOULD MAKE UP VERY ATTRACTIVE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

5 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Dept. Checked	
AND WORK SCHEDULE		By	Date
DESCRIPTION	EST. TIME (Hrs. & Mins.)	DATE & DEPT.	DATE COMPLETED
PLATEWORK, DEPT. SET UP		SEP 19 1939	SEP 19 1939
REWORKING	13 2 1/2		9/20/39
PHOTO LITHO			
BALANCE SHEET (CHART)	84	9-21	9-25-39
ENGRAVING			
HAND COLOR PROOF	227 1 1/2		9-25-39
ARTIST DEPT.	72 8 3/4		10-2 10-9

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Blimp Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_

*Very Rush*

15  
II



MRS. E. A. BELLIS, MT. GAYLER, ARK.

NO. 9A-H1754

ORDER NO. 30214

DATE 9/19/39

6 M POST CARDS

PHOTO COLORIT

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) WEST BLUFF, WHITE ROCK MOUNTAIN  
OZARK NATIONAL FOREST NEAR MT.  
GAYLER, ARK.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

TAKE OUT ALL AT LEFT OF INK LINE ON PHOTOGRAPH. WHERE TOWER IS IN INK, PUT  
TOWER IN, IT IS JUST BARELY NOTICABLE IN NEGATIVE. BUT SHOULD BE MADE TO  
SHOW UP PLAIN AND ABOUT AS HIGH AS INK ONE IS, ONLY NOT SO WIDE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Dept. Checked	
AND WORK SCHEDULE		By _____	
Date _____		Date _____	
ITEM	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
CLIPPING & SET UP		SEP 19 1939	SEP 19 1939
RETRY			
RETRYING	2		9/20 Gr
PHOTO PROOF			
RETRYING	91	9-20	9-21 45
RETRYING			
HAND COLOR PROOF	225 1/2		22 Sept
ARTIST DEPT.	61 9	10-2-39	10-3-39

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE FILED \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

H.  
II



MRS. E. A. BELLIS, MT. GAYLER, ARK.

NO. 9A-H1755

ORDER NO. 30214

DATE 9/19/39

6 M POST CARDS

PHOTO COLORIT

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) OZARK NATIONAL FOREST, LOOK  
OUT TOWER ATOP WHITE ROCK MOUNTAIN  
NEAR MT. GAYLER, ARK.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

THIS TO BE AN UPRIGHT CARD, USE ONLY PORTION SHOWN BETWEEN INK LINES. ROOF  
OF HOUSE IS RED. THE TOP OF THIS TOWER IS GLASSED IN WITH LIGHT GREEN  
COLORED GLASS. LOG RAILING AT BOTTOM IS RED CEDAR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

5 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE				Cost Dept. Checked
AND WORK SCHEDULE				By
				Date
DESCRIPTION	EST. TIME	DATE	DAYS	
		ESTIM. DEPT.	COMPLETED	
CONCEPTING, WRITING		SEP 19 1939	SEP 19 1939	
SKETCH				
REVISIONS	19 2		9/20 9	
PHOTO LITING				
EXPOSURE STYLING, GRAYING	10	9-21	9-22 4.5	
REWORKING				
HAND COLOR PROOF	22 1/2		25 Sept	
ARTIST IMPR.	69 8	10-2	10-4	

DATE BLUEPRINT OK'D

DATE PROOF

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

4.  
II



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1756 ORDER NO. 30237 DATE 9/21/39

CUSTOMER STANLEY A. PILTZ CO.  
SAN FRANCISCO, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full FOUNTAINGROVE VINEYARD, SANTA ROSA,  
CALIF. (use same size type as used on  
6a-h2071 attached.)

FRONT NO. 58 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

STANLEY A. PILTZ COMPANY, SAN FRANCISCO,  
CALIF. *down center line*

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

THE LAYOUT OBVIOUSLY NEEDS BLENDING AND A  
FOREGROUND HAS TO BE PUT ON THAT WILL ~~BLEND~~  
BLEND INTO THE BACKGROUND. ~~XXXXX~~

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ON TISSUE OVERLAY

*Blue Print*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

5x7

Ret 7

Al. 2

29 10 1/2

62

6-27

10-9

SEP 21 1939

ST.

5



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 9A-H1757 ORDER NO 30239

DATE 9/21/39

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER FAIRMOUNT CEMETERY ASSOCIATION  
DENVER, COLORADO

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FAIRMOUNT MAUSOLEUM  
Denver, Colorado

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout IF POSSIBLE TO BRING OUT "FAIRMOUNT  
MAUSOLEUM" JUST ABOVE PILLARS, THAT WOULD BE  
FINE AND IF POSSIBLE TO BRING OUT STEPS LITTLE  
PLAINER ALSO WOULD BE FINE.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

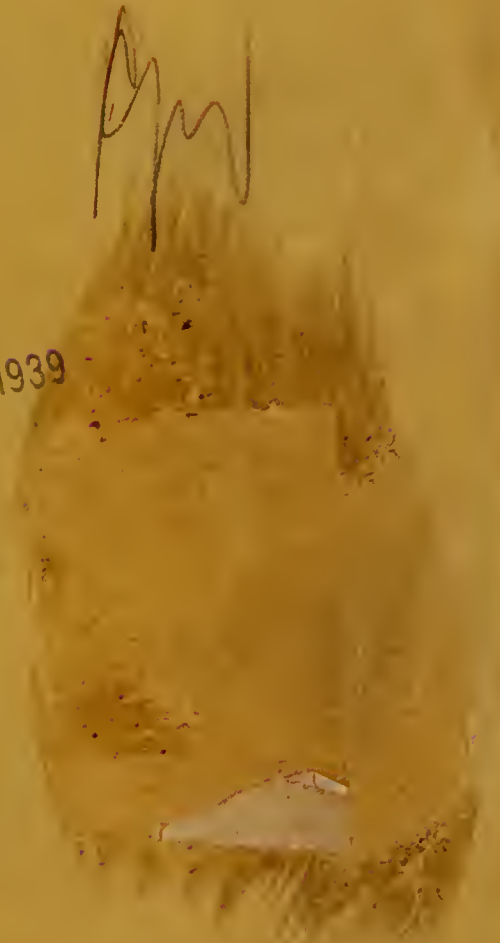
COLOR DESCRIPTION

Sky was nothing BUT clear when picture was taken so please put in good sky to harmonize with picture. Trees of course are green - lower border of flowers 32, next border 60, just above which is short border 37, above that 5, next 53, 60 and 13, flowers on top of vase 2, 53 and 60 and vase and handles silver or 17. Course these flowers will soon be gone but have given best description I could. Door in back is gold or bronze. If possible to bring out "Fairmount Mausoleum" just above pillars, that would be fine and if possible to bring out steps little plainer also would be fine. All windows are art glass and ~~different~~ different color -- if you think would add to appearance of cards to color these slightly, that would be okeh. type of color would not matter but use own judgment as to this.

PHOTO RETURNED  
TO  
PHOTO USED FOR

Red -  
He. 1 1/2  
Last 8 1/2 71  
10-6-39

SEP 21 1939



ST  
4



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. ~~30238~~ ORDER NO. 30238 DATE 9/25/39

CUSTOMER DR. W. E. ADAMS  
DETROIT, MICHIGAN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLOR IT FULL FACE 3 SIDES

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full 1265 GRISWOLD COR. GRAND RIVER

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

WOULD LIKE THE SIGNS OF THE PEOPLES OUTFITTING  
CO." MARKS FURS AND RAYLES TO SHOW WELL IN THE  
PICTURE.

IF NECESSARY TO CUT DOWN THE HEIGHT OF THE  
PICTURE TAKE IT MOSTLY FROM THE TOP.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

THE BUILDING IS DARK RED FACE BRICK, STONE TRIM. THE FIRST FLOOR IS BLACK GLASS, CHROMIUM  
TRIM. OUR SIGNS ARE PAINTED WITH BACKGROUD NO. 13 (IVORY) ON YOUR COLOR CHART. THE LETTERS  
ARE BLACK WITH RED NEON TUBES. USE YOUR JUDGEMENT AS TO WHETHER THE LETTERS SHOULD BE RED OR  
BLACK. ENTRANCE ARROW THE SAME. DO NOT HAVE ANY OTHER SIGNS THE SAME COLOR AS OURS. THE LARGE  
BUILDING IN BACKGROUND IS THE BOOK CADILLAC HOTEL AND IS STONE AND LIGHT BRICK (RADIO TOWER  
ON TOP.)

FEAR RUSH  
3 ads

SEP 27 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 9A-H1759 ORDER NO. 30245 DATE 9-28-1939

CUSTOMER  
RIVIERA HOTEL  
MIAMI BEACH, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

ES  
Photos for  
this Customer

12 M 500 POST CARDS SIZE GROUP 2  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full RIVIERA HOTEL - OCEAN DRIVE AT 5TH  
STREET - MIAMI BEACH, FLORIDA  
(ETC.)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH ATT'D.

COLOR DESCRIPTION

FOLLOW SKETCH ATT'D FOR DESIGN & COLORING.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 2 - 1939

make red impression  
" DK Blue

6 — 9 11 —  
4 4 12 — 4  
1 12 — 8



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1760 ORDER NO. 30247 DATE 9/25/39

CUSTOMER HOTEL ROMONA  
SAN FRANCISCO, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$  (GROUP 2) • STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RAMONA HOTEL (ETC. AS PER SKETCH)

FRONT NO. 5 (All of this on address side)  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FOLLOW COLORED SKETCH WITH THE FOLLOWING CORRECTIONS. ~~XX~~ ATTACHED YOU WILL FIND 9A-H93 CARD  
MADE FOR HOTEL SUTTER,. The colors of walls, ceiling and pillars shown in the lobby view of  
Hotel Sutter, are just about the same as those walls ceiling and pillars of the Hotel Romona  
Dining Room. That ~~pink~~ piano and stool shown in the Romona dining room, is a color exactly  
like those two chairs in center of ~~Six~~ Sutter Hotel lobby, and to which I have pointed with  
arrow. I would say a blend between #62 and 63 of our color chart. And that chesterfield  
directly in front should be about the same color as mentioned for the piano. I wish there  
could be some contrast in the colors of the chairs at the lunch counter, that is so they will  
stand out a little more than they do.

BE SURE THAT THE REMAINING INSTRUCTIONS ARE FOLLOW VERY CAREFULLY

PHOTO RETURNED

TO

PHOTO USED FOR

L. O 1 Envelope  
Ret. 6 1/2  
H.C. 2 1/2  
L. Art 12 3/4

#39

*As quoted*

*[Signature]* #3

SEP 25 1939

*make PR Blue impression*  
*Ret - 10*



C. W. HUGHES & CO. INC., MECHANICVILLE, N. Y.

NO. 9AH1761

ORDER NO.

DATE 9-21/39

25 M POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) <i>copy</i>	IMPRINT	SAME AS ABOVE
APPROACHING LAKE GEORGE FROM THE SOUTH, LAKE GEORGE, N. Y.		
PRIVATE NO. BEFORE TITLE - 4		
COLOR DESCRIPTION	PHOTO PROPERTY OF	

CUSTOMER WANTS LAKE BROADENED A LITTLE SIMPLY BY WORKING IN MOUNTAIN RANGE AS INDICATED IN PENCIL AND THEN SPREAD OUT THE LAKE TO A SIMILAR EXTENT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE AND WORK SCHEDULE

By *[Signature]* Cost Dept. Checked *[Signature]*

DEPT.	EST. TIME	DATE	DATE COMPLETED
		DEPT.	
GRAPHIC		SEP 21 1939	SEP 21 1939
REPRODUCTION			
REPRODUCTION	4 1/2		
REPRODUCTION	8 1/2	9-25	9-28
REPRODUCTION			
REPRODUCTION			
REPRODUCTION	225 1 1/2		29 Sept
ARTIST DEPT.	202 8 3/4	10-2	10-2

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE PRINTED \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE PHOTO RECEIVED IN CHICAGO \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

17  
4



C. W. HUGHES & CO. INC., MECHANICVILLE, N. Y.

NO. 9AH1762

ORDER NO.

DATE

25 M POST CARDS (ALL OF THIS ON THE PICTURE SIDE)	ART COLORTONE	FULL FACE (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. YES
TITLE (IN FULL) (in sky) FATHER JOQUES MONUMENT, LAKE GEORGE, N. Y., DEDICATED 1939	IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE--5	PHOTO PROPERTY OF	
COLOR DESCRIPTION		

Colors to come

To office

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

DATE RECEIVED		DATE DELIVERED	
SEP 21 1939		SEP 21 1939	
4	2	9-21	9-22 SL
90		9-25	9-26 14
225	1 1/2	21 Sept	
	8 1/2		
DATE RECEIVED		DATE DELIVERED	
DATE PAID CASH		DATE Photo Returned to Customer	

4

15.  
Rm. 4  
4



R

LOYAL ORDER OF MOOSE, MOOSEHEART, ILL.

NO. 9A-H1763

ORDER NO. 30289

DATE 9/22/39

6M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LEE R. MILLER, GOVERNOR,  
AKRON LODGE NO. 62, LOYAL ORDER OF  
MOOSE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. ~~2~~ NONE R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

Man photo.

RETURN PHOTO TO - LEE R. MILLER  
36-40 S. HOWARD ST., AKRON, OHIO  
YES RETURN PHOTO. YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Cost Dept. Checked	
By	Date
SEP 27 1939	SEP 27 1939
10 1/2	9/29/39
225 1/4	30pt
10	

DATE BLUEPRINT SENT

By

DATE HAND COLOR PROOF OK'D

By

DATE PAID

By

DATE Photo Returned to Customer

13



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-HL764 ORDER NO. 30266 DATE 9/21/39

CUSTOMER FRANK STEIN & CO.  
OSHKOSH, WISCONSIN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STEIN'S UNIQUE SHOP, OSHKOSH, WIS.

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH AND MAKE THE FOLLOWING CORRECTIONS CARPETS #61 RUGS #7. PORTIERS ON DOOR ARE TAN  
WITH LIGHT FLOWERS. DARKEN WOOD WORK AROUND " DOORWAYS FURTHEREST FROM CAMERA TO SAME AS  
WOOD WORK NEAREST TO CAMERA

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2,500—1-2-38

Charge to Adv Dept.

Estimated by                     

Cost Dept.

ART DEPT.

ENGRAVING

62 H.C. Cor 10-10

SEP 22 1939

5x7  
62 10-2  
63 2. Art 12  
As quoted

cost.

PPV

5

6



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1765 ORDER NO. 30270 DATE 9/21/39

CUSTOMER MR. H. ERNEST SMITH  
AMARILLO, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SMITH'S MOTEL, AMARILLO, TEXAS (ETC. AS  
PER COPY) *encl*

IN LEFT MARGIN IN SMALL TYPE — McC. Co. Photo  
35232

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

crop TOP AND BOTTON AS MARKED ON PHOTO

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

~~"C. T. ART COLORTONE" REG. U.S. PAT. OFF. DISTRIB.~~  
~~BY MC CORMICK CO.~~

DISTRIBUTED BY MC CORMICK CO., AMARILLO, TEXAS

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR INSTRUCTIONS

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 22 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1766 ORDER NO. 30271 DATE 9/21/39

CUSTOMER MISSION AUTO COURT  
SAN FRANCISCO, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MISSION MOTOR COURT (ETC. AS PER  
SKETCH)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 23 1939

OCT 27 1939

MAKEOVER

Charge to CUSTOMER

EST. Minimum Price Required

RETOUCHING

TIME  
1 1/2

PHOTO-LITHO

COMPOSING

ART DEPT.

ENGRAVING

Price quoted in last order

70



SCENIC ART SERIES, B. S. REYNOLDS CO.,  
WASHINGTON, D. C.

NO. 9AH1767

ORDER NO.

DATE 9-21-39

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO.

1

R. M.

NO

TITLE (IN FULL)

BUREAU OF ENGRAVING AND  
PRINTING, WASHINGTON, D. C. AT CHERRY  
BLOSSOM TIME

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 173

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

BLOSSOMS BRIGHT DARK PINK COLOR. MAKE MORE BLOSSOMS ON TREES.  
BLDGs. LIGHT STONE, DARK RED ROOF. SHOW PINK BLOSSOMS ON TREES ON REAR  
CENTER AND FOREGROUND AND REAR LEFT TREE SHOW PINK CHERRY BLOSSOMS.  
REMOVE STACK ON REAR LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an agreeable set.

ESTIMATE

Cost Dept. Checked

SEP 21 1939 WORK SCHEDULE

By

Date

SEP 21 1939

DEPT.	DATE ORDERED	DATE COMPLETED
ARTIST DEPT.	SEP 21 1939	SEP 21 1939
PHOTOGRAPHY	17 8	9-22-39
PHOTO EDITING	90	9-22-39
PHOTOGRAPHY	90	9-22-39
ENGRAVING	225 1 3/4	27 8 1/2
HAND COLOR PROOF	203 9/2	10-12
ARTIST DEPT.	10-2	10-12

1 DATE BLUEPRINT ORD

DATE Filled

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer



SCENIC ART SERIES, B. S. REYNOLDS CO.,  
WASHINGTON, D. C.

NO. 9AH1768

ORDER NO.

DATE 9-21-39

25M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER (LOWER, CENTER - BORDER.

FRONT NO. 1 K R. M. NO

TITLE (IN FULL)  
CAPITOL GROUNDS AT CHERRY  
BLOSSOM TIME, WASHINGTON, D. C.

IMPRINT  
SAME AS ABOVE

PRIVATE NO. BEFORE TITLE -- 174

PHOTO PROPERTY OF  
C.T.

COLOR DESCRIPTION

BLDG. LIGHT STONE ALL OVER. DEEP PINK BLOSSOM ON TREES.  
GREEN LAWN AND SHRUBBERY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer  
see to it that all  
tives are uniform and  
in harmony with each  
to make an attractive set.

OPERATION	DATE	DATE	DATE
		RECEIVED DEPT.	COMPLETED
CONSTRUCTION		SEP 21 1939	SEP 21 1939
DESIGN			
REVISIONS	10-1-2 1/2		9/26/39
PHOTOGRAPH			
PRINTING	85	6-26	9-28/39
ENGRAVING			
HAND COLOR PROOF	225 1/2		28 Sept
ARTIST LEPT.	207 9		

1 DATE BLUEPRINT ORD \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_  
2 DATE HAND COLOR PROOF ORD \_\_\_\_\_  
By \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_

ST  
91



NO. 9AH1769

SCENICX ART SERIES, B. S. REYNOLDS CO.,  
WASHINGTON, D. C.

ORDER NO.

DATE 9-21-39

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WASHINGTON, D. C. FROM  
ARLINGTON MEMORIAL GATEWAY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE -- 175

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

LIGHT STONE COLUMNS AND BLDGS. IN REAR CENTER. MONUMENT LIGHT STONE  
DOME ON REAR RIGHT LIGHT GRAY. OTHER BLDGS GRAY AND LIGHT GRAY. CEMENT WALKS  
AND DRIVE. GREEN HEDGE AND LAWN ON RIGHT AND LEFT. MONUMENT AND DOME OF CAPITOL  
SHOULD SHOW  $\frac{1}{2}$  LARGER THAN THEY ARE, IF IT CAN BE DONE WITHOUT SPOILING PHOTO.  
REMOVE AUTO ON RIGHT. INCREASE HEIGHT OF HEDGE ON LEFT AND RIGHT  $\frac{1}{2}$  X  
1 FOOT.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ATTENTION**  
order for this order. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an excellent set.

ESTIMATE

By Y/S Date SEP 21 1939 Cost Dept. Checked SEP 21 1939

OPERATION	DATE	DATE COMPLETED
COMPOSING, THE SET UP	SEP 21 1939	SEP 21 1939
SKETCH		
RETOUCHING	16 5	9/25
PHOTO-LITHO		
EL. PRINT	9-25	9-27
ENGRAVING		
HAND COLOR PAINT	225 1/2	28 Sept
ARTIST DEPT.	211 8 1/2	10-2

DATE BLUEPRINT OR D                      DATE FILED                       
By                      By                       
DATE HAND COLOR PROOF                      DATE NEGOS RETURNED TO CUSTOMER                     

5



SCENIC ART SERIES, B. S. REYNOLDS CO.,  
WASHINGTON, D.C.

NO. 9AH1770

ORDER NO.

DATE 9-21-39

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

TITLE (IN FULL) THE NATIONS MEMORIALS TO  
WASHINGTON AND LINCOLN, WASHINGTON, D.C.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE -- 176

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

ON LEFT WHITE MARBLE. GRAY BASE. MONUMENT WHITE MARBLE  
DARK GRAY DRIVE. MAKE SMOOTH LAWN ON LEFT. MAKE MOONLIGHT SCENE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for the  
see to it that  
tives are placed  
in harmony with  
to make an attractive set.

ESTIMATE

By 118 Date SEP 21 1939 Com. Dept. Checked 118 Date SEP 22 1939

ITEM	DATE	DATE
DATE	DATE	DATE
COAL	SEP 21 1939	SEP 21 1939
RENO	14 3	9/25/39
BLT	91	9-25
ST	9-25	9-26/41
HAND ORG	225 1 1/2	27 Sept
ARTI T DEPT.	201 8/2 10-2	10-3

DATE BLUEPRINT CARD \_\_\_\_\_ DATE \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF \_\_\_\_\_  
By \_\_\_\_\_  
DATE \_\_\_\_\_



**ADV. ORDER**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6	M POST CARDS	SIZE	$3\frac{1}{2} \times 5\frac{1}{2}$
---	--------------	------	------------------------------------

STYLE PHOTO COLORIT WHITE BORDER

Title in full ESTRELLA VILLAS - PALM SPRINGS,  
CALIFORNIA

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.	Screen	120
Dry — Wet — Pancromatic — Color Separation.		133
Transfer — Paper Process — New Process.		150
Stripping — White Border — Full Face.		175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue		

FOLLOW SKETCH WITH TITLE FOLLOWING CORRECTIONS - 1. I HAVE ENCLOSED TWO OTHER CARDS AND MARKED THEM TO ILLUSTRATE THE COLORING I WOULD LIKE ON ~~THE~~ GRASS, PALM, AND THE MOUNTAINS IN THE BACKGROUND. 2. THE THREE SMALL TREES IN THE CENTER ARE NOT FLOWER TREES AS SHOWN BUT CITRUS TREES. 3. THE CHAIR IN THE RIGHT FOREGROUND IS NOT BLUE AND GREY BUT BLUE AND WHITE. 4. PLEASE REFER TO HANDCOLORED PROOF 9A-H1190 IN SETTING UP THE SMALLER DETAILS FOR THIS CARD.

OCT 14 1939

2,500—1-2-38



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 9A-H1772 ORDER NO. 30318 DATE 9/25/39

CUSTOMER HOTEL CHARLES  
MIAMI BEACH, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M BUSINESS CARDS SIZE  $3\frac{1}{2} \times 2\frac{5}{16}$

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL CHARLES MIAMI BEACH, FLORIDA

BOT \* OVERLOOKING THE OCEAN

FRONT NO. NO

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

MAKE NEW BLACK NEGATIVE  
USING PHOTO NO. 9A-H1323

SEE LAYOUT ATTACHED.

COLOR DESCRIPTION

REDUCE COLORPLATES OF 9A-H1323

Reduce  
Color Match

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2,500—1-2-38

SEP 26 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1773 ORDER NO. 30331 DATE 9/25/39

CUSTOMER KENTS RESTAURANT & BAKING CO.  
ATLANTIC CITY? NEW JERSEY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

100 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ONE OF THE KENTS RESTAURANTS IN  
ATLANTIC CITY (ETC. AS PER SKETCH.)

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

TAKE OUT THE SIGNS IN THE RIGHT HAND FRONT  
WINDOW AND ALLOW THE TABLES TO SHOW THERE ACROSS  
THE WIDTH OF THE WINDOW

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

FOLLOW SKETCH ATTACHED.

THE STREET IS A GREY-BLACK ASPHALT: NOT RED, AS SHOWN IN THE SKETCH

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ref. 8 1/2 hours  
70 H.C. 134  
Lent 9 1/2

*[Handwritten signature]*

SEP 26 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO 9A-H1774

ORDER NO 30644

DATE 9-25-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HOTEL ROYAL  
ASBURY PARK, NEW JERSEY

12 M 500 POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL ROYAL  
BOT-216 THIRD AVENUE - ASBURY PARK, NEW JERSEY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH ATT'D.

SHOW COLORED FLOWERS ON LAWN AGAINST BLDG.  
BETWEEN SHRUBBERY.

COLOR DESCRIPTION

SEE SKETCH ATT'D. CHANGE COLOR OF PORCH ROOF TO SAME COLOR AS ROOF OF CRANBURY  
INN CARD (7A-H1712) ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 26 1939

make DK. Blue copy.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1775 ORDER NO. 90643

DATE 9-25-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
APARTMENT RENTALS INC.  
BIRMINGHAM, ALA.

12 500 POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE BERKELEY  
BOT. APARTMENT ~~NEW~~ HOTEL - BIRMINGHAM, ALA.

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
OMIT ALL CARS AND BLDG. TO LEFT & RIGHT. OMIT  
TREES, EXCEPT ONE IN FRONT OF BUILDING.  
MAKE SIGN LEGIBLE IF POSSIBLE. SIGN READS AS  
FOLLOWS "THE BERKELEY". STYLE LETTERS AS ON  
SIGN.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

SEE TISSUE OVERLAY

COLOR DESCRIPTION

BRICK #62. STONE WORK & COLUMNS #13. TREE & SHRUBBERY #68 & 2. SKY #18.  
AWNINGS #13. SEE TISSUE OVERLAY

Window trimmings #68

MAKEOVER

Charge to CUSTOMER Dept.

EST. 1 over Time Required

RETOUCHING	1
PHOTO LITHO	1/2
COMPOSING	

Time Recorded in Cost Dept.

Date

1/30/40

By

#30, 2-5-40 ART DEPT.

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 16 1939

JAN 31 1940

Prep Cost up to Dec 18 1939

21.75

35.25



NO. 9A-M1776

PUBLISHED FOR ROCK CITY GARDENS, LOOKOUT MOUNTAIN,  
TENN.

ORDER NO. 30648

DATE 9-5-1939

25 M10ST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

TITLE: ANVIL ROCK, ROCK CITY GARDENS,  
LOOKOUT MOUNTAIN

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

ROCK COLOR EFFECT TO BE SIMILAR TO COLOR OF ROCK ON CARD 8A-H325  
ATT'D.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION

5 Subject:   
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

**ESTIMATE** Cost Data Checked  
**AND WORK SCHEDULE** By 11  
 Date 9-5-39 Day Mon

ITEM	TIME	DATE ENTERED	DATE COMPLETED
LOCATION		SEP 25 1939	SEP 25 1939 <u>B</u>
SETUP	15	1 1/2	<u>7:00</u>
PHOTO			
BLUE	91	9-26-39	
STRIP			
ENGRAVING			28 Sept
HAND COLOR PROOF	225	1 1/2	10-1/2
ARTIST DEL.	202	9 1/2	10-11

I DATE BLUEPRINT 9-11-39  
 II DATE HAND COLOR PROOF 9-26-39  
 DATE Photo Returned to Customer 10-11-39



NO. 9A-H1777

PUBLISHED FOR ROCK CITY GARDENS, LOOKOUT MOUNTAIN,  
TENN.

ORDER NO. 30648

DATE 9-25-1939

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FRONT NO. I

R. M. NO

IMPRINT SAME AS ABOVE

TITLE: CRATER LAKE IN ROCK CITY  
GARDENS, LOOKOUT MOUNTAIN

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLOR OF WATER A MEDIUM BLuish EFFECT. BE SURE THE REFLECTION  
OF THE ROCKS SHOW IN THE WATER AS THEY DO ON PHOTOGRAPH. SKY TO  
BE BEAUTIFUL CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

A WORK SCHEDULE

Cost Dept. *Checked*

By

Date

DATE  
COMPLETED

SEP 25 1939

SEP 21 1939

10 3 1/2

9/26

9/1

9-27

9-28

125 1 1/2

2 Oct.

211

9 1/2

10-11

DATE BLUEPRINT ORD.

By

DATE HAND COLOR PROOF ORD.

By

DATE Filed

By

DATE Photo Returned to Customer

178



NO. 9A-H1778

PUBLISHED FOR ROCK CITY GARDENS, LOOKOUT MOUNTAIN, TENN. ORDER NO. 30648

DATE 9-25-1939

25 M POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) XXXX

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT  
SAM AS ABOVE  
TITLE: GOBLINS UNDERPASS IN ROCK CITY  
GARDENS, LOOKOUT MOUNTAIN

PHOTO PROPERTY OF CUSTOMER

*in D6503*

COLOR DESCRIPTION

ROCK COLORS SAME AS IN 8A-H325 ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

EXAMINED

By

Date

## ESTIMATE AND WORK SCHEDULE

See Dept. Check

Date

OPERATION	EST. TIME	DATE ORDERED	DATE COMPLETED
CONSTRUCTING SET		SEP 23 1939	SEP 27 1939
PORTION			
RETOUCHING	21 2 1/2		
PHOTO LITHO		9-27	9-28 41.
BLUEPRINT ETCHING CHARGES	91-		
ENGRAVING			20c
HAND COLOR PROOF	225 1/2	Oct 11 '39	Oct 12 '39
ARTIST DET.	205 9		

DATE BLUEPRINT ON

DATE HAND COLOR PROOF ON

DATE FILED

DATE PHOTO RETURNED TO CUSTOMER

15  
16

58



PUBLISHED FOR ROCK CITY GARDENS, LOOKOUT MOUNTAIN,  
TENN.

NO. 9A-H1779

ORDER NO. 30648

DATE 9-25-1939

25 M POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. <b>I</b>	R. M. NO.
TITLE (IN FULL)	IMPRINT SAME AS ABOVE	
	TITLE: ROCK RESEMBLING PREHISTORIC ANIMAL IN ROCK CITY GARDENS, LOOKOUT MOUNTAIN	
	PHOTO PROPERTY OF	CUSTOMER

COLOR DESCRIPTION

THE COLOR OF ROCK RESEMBLING THE ANIMAL: COLOR EFFECT TO BE LIKE  
CARD 8A-H330 ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,275

OPERATION	EST. TIME	DATE	DATE COMPLETED
SKETCHING, TYPE SET UP		SEP 25 1939	SEP 25 1939
SKETCH			
RETOUCHING	1 1/2		9/26/39
PHOTO LITHO			
BLUEPRINT STR. PRIN. (COP. LITHO)	91	9-26	9-27-39
ENCRAVING			
HAND COLOR PROOF	225	1 1/2	28
ARTIST DEPT.	9	0-11	10-13

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this card. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



NO. 9A-M1780

PUBLISHED FOR ROCK CITY GARDENS, LOOKOUT MOUNTAIN,  
TENN.

ORDER NO. 30648

DATE 9-25-1939

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

TITLE: FAIRYLAND HIGHWAY UP LOOKOUT  
MOUNTAIN, TO ROCK CITY GARDENS

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE COLOR EFFECT AS ON TICHNOR'S CARD. CUSTOMER WANTS THIS SUBJECT  
TO BE HIGHLY COLORED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for this card  
see to it that  
tives are uniform  
in harmony with each other  
to make an attractive set.

*in Rock City  
in Sand Mountain*

*4014  
1399*

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Check

By

Date

By

Date

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMM. WORK TO SET UP		SEP 25 1939	SEP 25 1939
SKETCH	14 3 1/2		9/26
RETOUCHING			
PHOTO TAKING	91	9-26	9-27
PRINTING			
PACK & SHIP	225 1 1/2		28 Sept
HAND COLOR PROOF	9		
ARTIST DEL.			

1. DATE BLUEPRINT BY

By

DATE HAND COLOR PROOF BY

By

DATE Filed

By

DATE Photo Returned to Customer



26

NO. 9A-H1781

WATSON'S BOOK STORE, EAST ST. LOUIS, ILL.

ORDER NO. 30345

DATE 9/25/39

12 1/2 M POST CARDS		ART COLORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I		R. M. NO	
TITLE (IN FULL) SCENE AT LAKE PARK, EAST ST. LOUIS, ILL.		IMPRINT		SAME AS ABOVE	
COLOR DESCRIPTION		PHOTO, PROPERTY OF		C.T.	

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

By SEP 25 1939 Date SEP 25 1939

DESCRIPTION	QTY	UNIT PRICE	DATE ESTIMATED	DATE COMPLETED
COMP. TO SET UP			SEP 25 1939	SEP 25 1939
SET UP	18	2 1/2		9/26
PHOTO LITHO	91		9-26	9-28
GRAVING				
HAND COLOR PROOF	201	1/2	9-28	9-28
ARTIST DEPT.	46	8 3/4	10-3-39	10-4-39

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE PROOF \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF ORD. \_\_\_\_\_ DATE PROOF MARRIED TO \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_

8



1782  
NO. 9A-H1782

WATSON'S BOOK STORE, EAST ST. LOUIS, ILL.

ORDER NO. 30345

DATE 9<sup>th</sup> 25/39

12<sup>1</sup>/<sub>4</sub> POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) FISH HATCHERY, LAKE  
PARK, EAST ST. LOUIS, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE  
DATE 9/25/39

OPERATION	EST. TIME	DATE	DATE
		PAID DEPT.	COMPLETED
COMPOSING THE SET UP		SEP 25 1939	SEP 25 1939
SET UP			
RETOUCHING	17 2 1/2		9/26
PHOTO LITHO			
ILLUSTRATION	85	9-26	9-28 H.T.
STAMPING, CRAWLING			
ENGRAVING			
HAND COLOR PROOF	227 1 1/2		9-28-39
ARTIST DEPT.	44 9	10-2	10-4

DATE BLUEPRINT OK'D  
DATE HAND COLOR PROOF OK'D  
DATE PRINTED TO CUSTOMER



WATSON'S BOOK STORE, EAST STL LOUIS, ILL.

NO. 9A-H1783

ORDER NO. 30345

DATE 9/25/39

12½ M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WATER FALL, LAKE PARK,  
EAST. ST. LOUIS, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SHOW WATER FALLING OVER THE XXX STEP LIKE FALLS

To customer

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE				Cost Dept.
AND WORK SCHEDULE				By
				Date
				DATE COMPLETED
SEP 25 1939				SEP 25 1939
19 2				9/26 94
89 10-2				
225 1½				5 Oct
8½				

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_

158



*R.*

NO. 9A-H1784

I. & M. OTTENHEIMER, BALTIMORE, MD.

ORDER NO. 30356

DATE 9/26/39

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE) PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER. FRONT NO. 2 R. M. NO

TITLE (IN FULL) SKYLINE AT NIGHT, BALTIMORE, MD. IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MAKE NIGHT VIEW. OMIT  $\frac{3}{4}$  INCH FROM BOTTOM OF PHOTO

*Make night*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*SEP 28 1939*

	DATE ORDERED	DATE COMPLETED
	SEP 28 1939	SEP 28 1939
RECEIVED	4 7 9-28	10-18
PRINTED	89	10-4-39
ARTIST	203 10	10-12

*50ct*

*9/28/39*

*Very Rush*

4

18



R.

I. & M. OTTENHEIMER, BALTIMORE, MD

NO. 9-H1785

ORDER NO. 30356

DATE 9/26/39

25 MPOST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) SEAPLANES AT BALTIMORE'S  
TRANSATLANTIC AIR BASE, MUNICIPAL AIRPORT  
DUNDALK NEAR BALTIMORE, MD.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

REXX PLANES SILVER GRAY. GRAY PIER ON RIGHT. LIGHT GRAY WALL ALONG WATER

*Make right*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

	No.	Test Allow.	DATE ENTERED DEPT.	DATE COMPLETED
CARD NO. 1			SEP 29 1939	SEP 29 1939
SEARCH				
FILE NO.	21	4		10/2/39
INDEXED				
RECORDED	65		10-3	
SERIALIZED				
HAND COLOR PROOF	221	1/2		4 Oct
ARTIST DATE		9		

DATE BALANCE DUE

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

9/28/39

ST  
22



I. M. OTTENHEIMER, BALTIMORE, MD.

NO. 91-H1786

ORDER NO. 30356

DATE 9/21/39

25 M POST CARDS ART COLOORTONE WHITE ORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AIR VIEW ~~EXTERIOR~~ BALTIMORE  
STADIUM, 33RD STREET BOULEVARD, BALTIMORE  
MD.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

Entrance same color as card attached. (4a-h1818) green center lawn dark track  
around center. green terraced lawn on left make smoothe. stadium & seats gray.  
show flag on pale in center

*Make referto*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **yes** RETURN PHOTO. **yes**

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

SEP 29 1939		SEP 29 1939	
RECEIVED	17 2 1/2		10/2 gr
PROOF	89	Oct 2-39	
ENCLOSING			
HAND COLOR PROOF	225 13/4		4 Oct
ARTIST	24 10/2	-11	10-12

DATE RECEIVED

DATE

DATE HAND COLOR PROOF

DATE Photo Returned to Customer



I. & M. OTTENHEIMER, BALTIMORE, MD.

NO. 9A-H1787

ORDER NO. 30356

DATE 10-3-1939

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LOCH RAVIN DAM AND SPILLWAY  
NEAR BALTIMORE, MD.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

WHITE FENCE, DARK ROAD. LIGHT CEMENT DAM, SHOW WATER COMING  
OVER SPILLWAY IN CENTER. GREEN TERRACED LAWN ON LEFT &  
REAR LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLIDE MULTI-PLY FORMS PAT. NO. 1,757,775

Executive *[Signature]* **ESTIMATE** *[Signature]* Dept. Checked  
By *[Signature]* AND WORK SCHEDULE Date *[Signature]*  
Date *[Signature]*

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
CONTRACTING, TIE SET UP		OCT 4 - 1939	OCT 4 - 1939 <i>B</i>
SKETCH			
PRINTING	4	2 10-4	10-5 <i>SC</i>
PHOTO LITHO			
BUSINESS CARD	85	10-6	
REPRODUCTION			
HAND COLOR PROOF	211	1 1/2 10-7	
REMARKS	8 1/2		

DATE RECEIVED

DATE FILED

BY *[Signature]*

*Rush*

4

31



Straight.

ORDER NO 30663

DATE 9-26-1939

XXXXXX PHOTO COLORIT

WHITE BOARD

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE: "CARTER CLIFF", RESIDENCE OF  
MR. AND MRS. GARNET CARTER, OWNERS  
AND DEVELOPERS OF ROCK CITY GARDENS

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

HOUSE IS GREY STONE, SIMILAR TO GRAY ON CARD ATT'D. ROOF IS OF A GREENISH-GRAY SLATE. THE DOG IN THE FOREGROUND IS A SABLE COLLIE DOG WITH LARGE WHITE COLOR.

TAKE OUT LETTERING IN PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

photo in  
D10763 P

ESTIMATE						By _____	Cost Date _____
NO MONTH SCHEDULE						Date _____	OCT 5 - 1939
	QTY.	UNIT	PRICE	TOTAL AMT.	DATE COMPLETED		
COST OF MATERIALS				OCT 5 - 1939	OCT 5 - 1939		
Labor	7	3	10-5		10-9		
Transportation	25		10-9				
Overhead	227 1/2				10-11-39		
Total Estimate	225	9	10-11		10-12		

LATE Feb.

35

DATE PAID BY BANK BOOK NO.

DATE Photo Returned to Customer.

五



SCENIC ART SERIES, B.S. REYNOLDS CO.,  
WASHINGTON, D.C.

NO. 9A-H1791

ORDER NO. 30677

DATE 9-25-1939

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ABRAHAM LINCOLN MEMORIAL,  
WASHINGTON, D.C.

PRIV. NO. BEFORE TITLE: 177

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

MAKE INTO NIGHT VIEW. WHITE MARBLE FIGURE & CHAIR. DULL LIGHT PINK  
MARBLE BASE. WALLS IN REAR ARE LIGHT GRAY MARBLE. MUST BE AN ATTRACTIVE  
NIGHT VIEW, AS CUSTOMER IS AFRAID IT MIGHT BE A MESS. SEE PHOTO ATT'D  
FOR LETTERING SHOWN ON UPPER LEFT OF PHOTO. SHOW THIS LETTERING IN NIGHT  
VIEW. BE VERY PARTICULAR TO SHOW IN SAME POSITION. SEE SAMPLE ATT'D  
FOR BAD EXAMPLE OF RETOUCHING. CUSTOMER DOES NOT WANT PHOTO DISFIGURED  
WITH RETOUCHING AS CARD ATT'D. LEAVE FEATURES, ENTIRE FIGURE AND CHAIR  
NATURAL. BE VERY CAREFUL AS SUBJ. IS BEST SELLER, IF DONE RIGHT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

DESCRIPTION	DATE	DATE	DATE
	STARTED	IN PROGRESS	COMPLETED
CONSTRUCTION SET UP			SEP 27 1939
SKETCH	5	6	
RETOUCHING	5	2	9-27
PHOTO LITHO			
BLIND STAMPING	8		6-29
ENGRAVED			
PRINT COLOR PROOF	225	1/2	30 Oct
ARTIST COST.	251	8 1/2	10-11

DATE ORDERED

DATE FILED

DATE NAME ORDERED

DATE Photo Returned to Customer



ENGRAVING



ST. MARIE'S, GOPHER NEWS CO., MINNEAPOLIS, MINN.

NO. 9A-H1793

ORDER NO. 30688

DATE 9-25-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ST. FRANCIS HOSPITAL,  
SUPERIOR, WISCONSIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT AUTOS, PARKING SIGNS, FENCE POSTS AND WIRES. ALSO  
STACK ON LEFT SIDE OF ROOF. LIGHT RED BRICK BLDG., WHITE WINDOWS,  
GREEN ROOF, DARK RED STONE TRIM. BRING OUT FLOWERS AND TREES IN  
FRONT OF HOSPITAL.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE		Cost By. Checked	
By		By	
DATE		DATE	
SEP 28 1939		SEP 28 1939	
7		4 1/2	
9-28		10-3-39	
9/80		Oct 3-39	
70		1 1/2	
107		9	
10-5-39			

DATE RECEIVED

DATE Filed

DATE FROM COLOR PROOF

DATE Photo Returned to Customer

RM 13  
18



## ADV. ORDER

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
 Title in Plate Yes No Copyright in Plate Yes No  
 Title in full HALLIBURTON'S SUN SWEET CITRUS GROVES  
 MERCEDES, TEXAS (ETC.AS PER COPY)

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

Negative — Line — Halftone — Combination.	Screen	120
Dry — Wet — Pancromatic — Color Separation.		133
Transfer — Paper Process — New Process.		150
Stripping — White Border — Full Face.		175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue		

SEE SKETCH AND INSTRUCTIONS LISTING  
CORRECTIONS ON SKETCH, ATT'D.

### COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS LISTING CORRECTIONS ON SKETCH,  
ATT'D.

SEP 29 1939

comp. Diff

L.O. / *h...*

Ref. 9

70 H.C.  $2\frac{1}{4}$  "

44 L. Arl 12 1/2 "

As quoted

17

PHOTO RETURNED

To

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

3M—1-2-39

6-7-11-162.



NO. 9A-PL795

PUBLISHED EXCLUSIVELY FOR A.B. YOUNG, SAULT STE. MARIE,  
MICH.

ORDER NO. 30412

DATE 9/27/39

12 1/2 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) THE "RUSHING TAHQUAMENON"  
FALLS REFERRED TO IN LONGFELLOW'S  
POEM "HIAWATHA"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

OCH 223

COLOR DESCRIPTION

BELOW TREES BANK RED. ADD ON TO FALLS PUT BIRCH TREE ON AS INDICATED ON  
PHOTO USE LOTS OF COLOR, REDS, GREENS, BLUES. etc.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

4 See page on  
order. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R

ESTIMATE  
AND WORK SCHEDULE

By [Signature] Cost Dept. Checked [Signature]  
Date SEP 29 1939

ORDER NO.	EST. TIME	DATE REFERRED DEPT.	DATE COMPLETED
13	3 1/2	SEP 29 1939	SEP 29 1939
85		OCT 2 - 39	10/2/39
225	1 1/2		5 Oct.
213	9	10-9	10-10

DATE MULTIPLE ORD.

By

DATE Filed

DATE HAND COLOR PROOF ORD

By

DATE Photo Returned to Customer

ST.  
CWS



NO. 9A-H1796

PUBLISHED EXCLUSIVELY FOR A.E. YOUNG, SAULT STE. MARIE, MICH. ORDER NO. 30412

DATE 9/27/39

12½ M POST CARDS

ART COLOMONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) BIRD'S EYE VIEW OF LOCKS  
FROM ADMINISTRATION BUILDING TOWER,  
SAULT STE. MARIE, MICH.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

*Make right*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see that all cuts or negative are made and colors are in harmony with each other to make an attractive set.

*80K 31 31*

ESTIMATE		Cost Dept. Chicago	
By	SEP 27 1939	By	SEP 27 1939
ITEM	QTY	UNIT PRICE	DATE COMPLETED
CUSTOMER'S PHOTO			SEP 27 1939
SKETCH			
RETOUCHING	15	3 1/2	10/2/39
ENGRAVING			
HAND COLOR PROOF	20	1 1/2	5 Oct
ARTIST FEE	20	9 1/2	3 Oct 10

DATE BLU PRINT ORD

DATE PRINT

DATE HAND COLOR PROOF ORD

DATE Photo returned to Customer

*ST coming*



Make Print

# ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all criss or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF **YES**      RETURN PHOTO. **YES**

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

R.M. 15-22



NO. 9A-HL798

PUBLISHED EXCLUSIVELY FOR A. E. YOUNG, SAULT STE. MARIE, MICH. ORDER NO. 30412

DATE 9/27/39

12½ M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. R. M. NO	
TITLE (IN FULL) OPENING OF NAVIGATION BOT - FREIGHTERS CRUSHING THRU THE ICE AT THE SOO LOCKS	IMPRINT SAME AS ABOVE	
	PHOTO PROPERTY OF	CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

4  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Make Print*

ESTIMATE			
By	SEP 27 1939		
Date	SEP 27 1939		
DATE DEPR.	DATE COMPLETED		
SEP 27 1939	SEP 27 1939		
14 3		N/29	
85	10-2		
201 1/2	10-3	10-3	
202 9	10-10	10-10	

DATE PRINT SENT ORD \_\_\_\_\_ DATE FILE \_\_\_\_\_  
DATE PRINT COLLE PROOF ORD \_\_\_\_\_ DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_  
1/29

*St. Clair*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 9A-H1799 ORDER NO 30735 DATE 9-27-1939

CUSTOMER  
MIRAMAR HOTEL  
SANTA MONICA, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MIRAMAR HOTEL & BUNGALOWS - SANTA  
MONICA, CALIFORNIA

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATT'D.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH & COLORED PHOTO ATT'D. MAKE COLOR OF WATER IN SWIMMING POOL  
A MORE DEFINITE SAPPHIRE BLUE AS CUSTOMER WANTS IT TO STAND OUT.  
AS IT IS NOW, IT IS TOO NEAR COLOR OF ROOFS OF BUNGALOWS AND ADMINISTRATION  
BLDG. CORRECT.

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to Ret Done

ART DEPT. Required

SEP 28 1939

ART DEPT.

ENGRAVING

2

2

Two Copies in Cust. Dept.

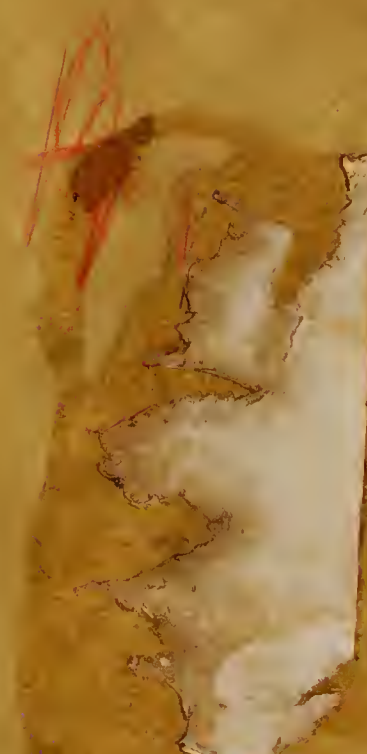
One Copy in Cust. Dept.

One Copy in Cust. Dept.

One Copy in Cust. Dept.

62  
10-13  
bfg

Ref 6/2  
70 Hc 2 10-4-30  
Lat 11/2





LINCOLN NEWS AGENCY, LINCOLN, NEB.

NO. 9A-H1800-

ORDER NO. 30451

DATE 12/12/39

12 1/2 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT No. I R. M. NO

TITLE (IN FULL) ROCK GARDEN, ANTELOPE PARK,  
LINCOLN, NEB.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 9A636

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

DEC 12 1939

DATE	COMPLETED
DEC 12 1939	DEC 12 1939
21	1
62	12
211	9
12-22	12-26

DATE Photo Returned to Customer



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-M1801 ORDER NO. 30769

DATE 9-28-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
HUCK'S REDFORD INN  
DETROIT, MICHIGAN

12 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full EMIL HUCK'S INN - GRAND RIVER AT 7  
MILE ROAD - DETROIT, MICH.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
SEE SHEET OF INST. ATT'D.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

62 10-4 He 1 3/4

Sept 9-2

SEP 28 1939

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 9A-H1802 ORDER NO. 30770 DATE 9-28-1939

CUSTOMER LAKE SHORE DRIVE HOTEL  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE LAKE SHORE DRIVE HOTEL - 181

LAKE SHORE DRIVE - CHICAGO

see sketch

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATT'D.

To customer.

COLOR DESCRIPTION

FOLLOW SKETCH ATT'D FOR COLOR & DESIGN.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 2-1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1803 ORDER NO. 771 DATE 9-28-1939

CUSTOMER ~~SANDARA COAL CO.~~ PASCO INN.  
~~CHICAGO, ILL.~~ PASCO, WASHINGTON

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full PASCO INN - PASCO'S NEW HOTEL

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS MARKED ON PHOTO ATT'D.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS MARKED ON PHOTO ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

SEP 28 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

9A-H1804  
DIAL No. ~~XXXX~~ ORDER NO 30773 DATE 9-38-1939

CUSTOMER MELROSE HOTEL  
DALLAS, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE MELROSE HOTEL - DALLAS, TEXAS  
BOT-~~XXXXXXXX~~ OAKLAWN AT CEDAR SPRINGS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

PAIN OUT AUTOS IN PHOTO.

COLOR DESCRIPTION

SEE CARD ATT'D FOR COLORS ONLY. SEE PENCIL  
LAYOUT FOR DESIGN & STYLE.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2 = straighten 87  
Ref 7

70% 13/4 10-10-38  
72 HA 9 1/2 10-14 10-38

SEP 20 1939



Photo on 20 H 1147



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1806

ORDER NO.

DATE 9-29-1939

12 500 POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. 2 R. M. NO
TITLE (IN FULL) MAIN BUILDING, VASSAR COLLEGE, Poughkeepsie, N.Y.		IMPRINT SAME AS ABOVE
PRIV. NO. EXTREME RIGHT, AFTER TITLE: 27		
		PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. A-56194. ADD FEW SMALL SHRUBS WITH FLOWERS, TO IMPROVE.

AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,375

ATTENTION!

24 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		Cost Dept. Checked
By	Date	
DESCRIPTION	DATE	DATE COMPLETED
CONFIRMING PHOTO	SEP 29 1939	SEP 29 1939
RETOUCHING	21 1/2	PO/ 9
PHOTO LITHO	85	10-3
BLUEPRINT	245 1/2	4 Oct
STAMPING, ORDERING	9	10-16
ENGRAVING		
HAND COLOR IMPRINT		
ARTIST DEPT.		
DATE BLUEPRINT OF D.	DATE Filed	
By	By	
DATE HAND COLOR IMPRINT	DATE Photo Returned to Customer	
By		



THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1807

ORDER NO. 31705

DATE 12-5-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) NELSON HOUSE, POUGHKEEPSIE,  
N.Y.

IMPRINT SAME AS ABOVE

PRIV. N. <sup>AFTER</sup> ~~BEFORE~~ TITLE: 53  
(at extreme right)

*I wish you to tell me...*

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS AND SAMPLES ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1

		DATE RECEIVED		DATE COMPLETED	
		DEC - 8 1939		DEC - 8 1939	
17 7				12/12/39	
89		Dec 13-39			
225 1 1/2				N Dec	
218 9		12/30/39		1/2/40	

DATE RECEIVED

DATE HAND COLOR

DATE FROM PHOTO

17

11  
120



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1808

ORDER No. 31705

DATE 12-5-1939

12 M 500 POST CARD

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) ST. MARY'S CHURCH,  
FOUCHKEEPSIE, N.Y.

IMPRINT SAME AS ABOVE

PRIV. NO. ~~2~~ <sup>AFTER</sup> ~~5~~ <sup>5</sup>  
(afternoon right)

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS AND SAMPLES ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

2

PLEASE PRINT NAME AND ADDRESS  
ON THE ADDRESS SIDE OF THE CARD  
IN INK OR INDISTINGUISHABLE  
TO MAKE THE PHOTOGRAPH

1939

DEC - 5 1939

DEC - 5 1939

19 4

12/11 gr

91

12-12

62 1/2

12-13

9 1/2

1-3-4

12/11



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1809

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) MID HUDSON BRIDGE,  
HIGHLAND-POUGHKEEPSIE, N.Y.

IMPRINT SAME AS ABOVE

PRIV. NO. EXTREME RIGHT AFTER TITLE: ~~1-205~~

4

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 0A4844. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

24 Subjects on  
order for this customer. Please  
see to it that all of the nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive: W. H. H. H. ESTIMATE Cost Dept. Checked  
By W. H. H. H. Date SEP 29 1939  
Date SEP 29 1939 Date SEP 29 1939

OPERATION	EST. TIME	DATE	DATE
		STARTED	COMPLETED
COMPOSING, THIS SET UP		SEP 29 1939	SEP 29 1939
SKETCH			
RETOUCHING	2 1/2	10/1/39	10/1/39
PHOTO LITHO			
EXPOSURE	89	Oct. 3-39	
ENGRAVING			
HAND COLOR PROOF	225	1/2	4 Oct
ARTIST PRAT.	71	9	10-13-39

DATE BLUE PRINT 10-13-39 DATE 10-13-39  
DATE HAND COLOR PROOF 10-13-39 DATE 10-13-39  
By W. H. H. H. By W. H. H. H.  
DATE Photo Returned to Customer 10-13-39



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1810

ORDER NO.

DATE 9-29-1939

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. ~~NO~~ Yes

TITLE (IN FULL) GARRET ROCK, FATERSON, N.J.

IMPRINT SAME AS ABOVE

PRIV. NO. EXTREME RIGHT AFTER TITLE: 5

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 62880 . SEE CARD ATT'D. IMPROVE, MORE COLOR.

BETTER SKY. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

R.

ESTIMATE AND WORK SCHEDULE

DESCRIPTION	DATE	DATE	DATE
COMPUTER, 100 SET UP		OCT 3 - 1939	OCT 3 - 1939
SETUP			
REFOLDING	2	1 1/2	10 3
PHOTO-LITHO			
BLANKET	19	oct 5-39	
STAMPING, CIRCULAR			
REGRAPHING			
HAND COLOR PROOF	227	1/2	10-10-39
ARTIST DESK		8 3/4	

DATE BLUEPRINT CARD \_\_\_\_\_ DATE 1 day \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF \_\_\_\_\_  
By \_\_\_\_\_

photo in 2014/147

Rm. 13  
mailing  
27



R.

THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1811

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) THE CIRCLE FLOWER BEDS,  
EAST SIDE PARK, PATERSON, N.J.

IMPRINT SAME AS ABOVE

PRIV.NO. EXTREME RIGHT AFTER TITLE: 13

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

NOTE: NEW THINK WALK ADDED. SEE CARD ATT'D.  
USE PHOTO NO. 62883.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE WORK SCHEDULE			
By <u>6/25</u>	Checked <u>6/25</u>	By <u>6/25</u>	Date <u>6/25</u>
OPERATION	QUANTITY	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		OCT 3 - 1939	OCT 3 - 1939
SETTER			
RETOUCHING	5	10-3	10-4
PHOTO LITHO			
PRINTING	85	10-4	
ENGRAVING			
HAND COLOR PROOF	225	10-9	9 Oct
ARTIST DEPT.			

DATE BLUEPRINT OR'D \_\_\_\_\_

DATE FRID \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OR'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

small neg.  
27



THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1812

ORDER NO. 30378

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) GATE HOUSE AND AFRATION PLANT, IMPRINT SAME AS ABOVE

VALHALLA, NEAR WHITE PLAINS, N.Y.

IV. NO. EXTREME RIGHT AFTER TITLE: 3

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 1A3009. LIGHTEN FOLIAGE. ADD FINE FLOWERS. TRACE OF BLUE THROUGH SPRAYS. SEE CARD ATT'D. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE			
By <u>SEP 29 1939</u>		Cost Dept. Checked <u>SEP 29 1939</u>	
OPERATION	EST. TIME	DATE	DATE COMPLETED
CONF. SET UP		SEP 29 1939	SEP 29 1939
SELECT	15	1	10/2/39
RETOUCHING			
PROOFING	75	10-3	
BLU. PROOF			
STAMPING			
ENGRAVING	225	1 1/2	5 Oct
HAND COLOR PROOF	66	8 1/2	10-19
ARTIST CTT.			

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

27



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-M1813

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WASHINGTON HEADQUARTERS,  
1776, WHITE PLAINS, N.Y.

PRIV.NO. EXTREME RIGHT, AFTER TITLE:  
10

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF .C.T.

COLOR DESCRIPTION

USE PHOTO NO. 1A3010. PUT FLAG IN PHOTO ON POLE.

SEE CARD ATT'D. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

24 Subjects on  
order for this customer. Please  
see us that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Get Depts. Checked

By SEP 29 1939

Date

	DATE	DATE	DATE
	COMPLETED	COMPLETED	COMPLETED
SEP 29 1939	SEP 29 1939		
16 1/2	10/2		
9-3			
1/2	4 Oct.		
8 3/4	10-16		

DATE RECEIVED

DATE

DATE WHEN ADJUSTMENT

DATE When Returned to Customer

By



THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1814

ORDER NO.

DATE 9-29-1939

12 M500 POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RIVER STYX, LAKE MCPATONG,  
N.J.

PRIV. NO. EXTREME RIGHT AFTER TITLE: 26

FRONT NO. 2

R. M. *Yes*

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

G.T.

COLOR DESCRIPTION

USE PHOTO N. 24570. SEE CARD ATT'D. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all sets of negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE

ESTIMATE

Cost Dept. Checked

By

Date

DATE COMPLETED

SEP 29 1939

SEP 28 1939

CONSTRUCTION

SKETCH

REPRODUCTION

PHOTOGRAPH

STYLING

EDITING

HAND COLOR PROOF

ARTIST DEPT.

18 1 1/2

85 91

225 1 1/2

65 9

10-3

10-16

10/2 gr

6 Oct

10-19

DATE BLUEPRINT OR D

DATE

DATE

DATE HAND COLOR PROOF OR D

DATE



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-10815

ORDER NO.

DATE 9-29-1939

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AIR CASTLE ISLES, LAKE  
WOFATCONG, N.J.

PRIV.NO. EXTREM RIGHT AFTER TITLE: 6

SMALL TYPE: COPYRIGHT W.J.HARRIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. *yes*

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 24571. S E CARD ATT'D. AUTUMN FOLIAGE.

SUBMIT. RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF *YES*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*photo 24571*

ESTIMATE		Cost Dept. Checked	
AND WORK SCHEDULE		By	
DESCRIPTION	DATE	DATE	DATE
COMPOSING, SET & V		OCT 3 - 1939	OCT 3 - 1939
SETUP			
PROOFING	<i>1 1/2</i>		<i>10/2</i>
PHOTO LITHO			
PRINTING	<i>8 1/2</i>	<i>10 - 4</i>	
ENCLOSURES			
HAND COLOR PROOF	<i>227 1/2</i>		<i>10-9-39</i>
APPROVAL	<i>68 8 3/4</i>		<i>10/17/39</i>

DATE BLANKET ON U \_\_\_\_\_ DATE FILED \_\_\_\_\_  
DATE HAND COLOR PROOF ON U \_\_\_\_\_ DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_

*RM 23  
24*



Rephoto

THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO 8A-H1816

ORDER NO.

DATE 9-29-1939

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL) U.S. POST OFFICE, HUDSON, N.Y.

IMPRINT AND AS ABOVE

PRIV. NO. EXTREME RIGHT AFTER TITLE: 2

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 2A440. SEE CARD SET'D. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all color or negative are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

Cost Dept. Checked

By

Date

WORK SCHEDULE

			DATE START DATE	DATE COMPLETED
			OCT 3 - 1939	OCT 3 - 1939
REVISION	7	2	10-3	10-4-39
PHOTO LITHO				
ENGRAVING				
HAND COLOR (MAN)	20	1 1/2	10-18-39	10-20-39
ART. LITHO	71	8 3/4	10-18-39	10-20-39

DATE RECEIVED

DATE PAID

DATE RETURNED

By

DATE RETURNED TO CUSTOMER

Mailing 27



THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 94-H1817

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PANORAMA OF DAVIS COVE, WOOD-  
PORT, HALSEY ISLAND, LAKE HOIATCONG, N.J.

PRIV. NO. EXTREMEX RIGHT AFTER TITLE: 29

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTOS 63423 & 24578. COMBINE 2 PHOTOS AND MAKE  
COMPOSITE VIEW. SEE CARDS ATT'D. CUT A LITTLE EACH END  
AND ADD A LITTLE SKY FOR PROPORTION.

AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

Y'S

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

2 Rephot. as  
marked

Executive: O.S. 10/1/42

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

OPERATION	EST. TIME	DATE	DATE COMPLETED
COMPOSING, TYPE SET UP		OCT 3 - 1939	OCT 3 - 1939
SKETCH		10 - 3	10 - 6
RETOUCHING	11	5	
PHOTO LITHO			
PRINTING	89	10.7-39	
ENLARGING			10-10
1. COLOR CORRECT	62	1/2	
1. ACTUAL COST	9		

DATE RECEIVED

L

IT  
small by  
27



THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-M1818

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BATHING BEACH, HUDSON PARK,  
NEW ROCHELLE, N.Y.

PRIV. NO. EXTREME RIGHT AFTER TITLE: 6

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

SEE CARD 1A3002 ATT'D. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

24 Subjects on  
order for this customer. Please  
see that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Photo in 24HIV3V*

*Photo in 3CH-301*

**ESTIMATE**  
AND WORK SCHEDULE

ITEM	DATE STARTED	DATE COMPLETED
SEP 20 1939	SEP 29 1939	
6	1	10/3/39
29	10-3	
10	1/2	10-5-39
217	8/2	10-13-39

DATE RECEIVED BY  
DATE HAND COLOR PROOF  
DATE PRINTS DELIVERED

6  
23



THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 94-H1819

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL) NEW ROCHELLE YACHT CLUB,  
NEW ROCHELLE, N.Y.

IMPRINT

SAME AS ABOVE

PRIV. NO. EXTREME RIGHT AFTER TITLE:

R I

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

ADD FLAG. SEE CARD 1A3001 ATT'D. AUTUMN F. LIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

ATTENTION!

24 Subjects on  
order for this customer. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

photo in  
sets 1-32

ESTIMATE			
By	Cost Dept. Checked		
Lat	And Work Schedule		
DESCRIPTION	QUANTITY	DATE	DATE COMPLETED
CHROMO. (100) (100)		SEP 29 1939	SEP 29 1939
SAT. (100)			
REPRO. (100)	15	1/2	10/2/39
PRINTING (100)			
ST. (100)	29		
REPRO. (100)			
REPRO. (100)	62	1/2	10-5
ARTIST (100)	52	83/4	10-26

DATE ESTIMATE OK'D \_\_\_\_\_ DATE FOR \_\_\_\_\_  
DATE FOR \_\_\_\_\_ DATE FOR \_\_\_\_\_  
DATE FOR \_\_\_\_\_ DATE FOR \_\_\_\_\_

PHOTO. 100 - 304 - 301



20



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-111821

ORDER NO.

DATE 9-29-1939

12<sup>M</sup> 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) HIGH SCHOOL, WHITE PLAINS,  
N.Y.

IMPRINT

SAME AS ABOVE

PRIV. NO. EXTREME RIGHT AFTER TITLE: 30

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

COLOR: LIGHT GRAYISH & WHITE & BROWN COLOR TONES. NOT Q. ITE  
AS COLORFUL AS ATT'D CARD 0A5049. BREAK UP DARK TREES ON RIGHT.  
FEW WILD FLOWERS IN FOLIAGE AT LEFT, NEAR BLDG. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

24 Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Photo in 24 1144

ESTIMATE

Cost Dept. Checked

WORK SCHEDULE

SEP 29 1939

DESCRIPTION	DATE	DATE	DATE
CONTRACT	SEP 29 1939	SEP 29 1939	SEP 29 1939
PRINTING	10 2 1/2	1 1/2	1 1/2
PHOTOGRAPHY	89	Oct 4-59	
BLINDING	225	1 1/2	9 Oct
STAMPING	205	8 3/4	Oct 16 39
ARTIST			

DATE BLINDING

DATE

DATE HAND COLOR

DATE HAND COLOR

By

93



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1822

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

PASSAIC COUNTY COURT HOUSE,  
PATERSON, N.J.

IMPRINT

SAME AS ABOVE

PRIV. NO. XTREME RIGHT, AFTER TITLE: 4

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

BLDG. CREAM, WHITE TRIM. BASE, GRAYISH STONE. CORNICE, TAN. DOME, GOLD.  
POLYCHROME TRIM. MARKS AROUND BLDG. ADD FINE FLOWERS, FOLIAGE.  
RETOUCH DARK TREES AND PATHS. PATHS RETOUCH WHITE. RETOUCH LOWER  
RIGHT CORNER, LIGHTER. SEE CARD 3614-29 ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,275

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Straight*

ESTIMATE				Cost Dept. Checked
By				Date
DATE WORK SCHEDULE				Date
OPERATION	EST. TIME	DATE	DATE	DATE
			ENTERED DEPT.	COMPLETED
COMPOSING, TY. SET UP			OCT 3 - 1939	OCT 3 - 1939
SETTING				
PROOFING	1	5	10 - 3	10 - 5
REPRODUCTION				
PRINTING	75		10 - 5	
FINISHING				
SEND COLOR PROOF	227	1 1/2		10 - 9 - 39
PRINT DEPT.	34	9 1/2	10/16/39	10/17/39

BLUEPRINT OK'D

DATE Filed

By

By

DATE

*IT.  
muller  
17*

*Photo in 2C141147*



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-M1823

ORDER NO.

DATE 9-29-1939

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) CITY HALL, PATTERSON, N.J.

IMPRINT SAME AS ABOVE

PRIV.NO. EXTREME RIGHT AFTER TITLE: 15

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLOR CREAM. WHITE TRIM. ORNAMENTAL PARTS STONE POLYCHROME CENTER. STEEPLE POLYCHROME. ORNAMENTAL STONE TRIM. REMOVE 4 FIGURES & CAR ON RIGHT. REMOVE POST. REMOVE 2 FIGURES IN ROAD AT LEFT. RETOUCH 2 DARK BLDG. AT RIGHT. SEE CARD 0A4222 ATT'D.

XXXXXXXXXXXX

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

24 Subjects on  
this form. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Rephoto  
papers on both  
sides

ESTIMATE				Cost Dept. Checked
AND WORK SCHEDULE				
Item	Estimate	Actual	DATE COMPLETED	
1. CITY HALL, PATTERSON, N.J.			OCT 4 - 1939	OCT 4 - 1939
2. CITY HALL, PATTERSON, N.J.	14	5		10/5 gr.
3. CITY HALL, PATTERSON, N.J.				
4. CITY HALL, PATTERSON, N.J.				
5. CITY HALL, PATTERSON, N.J.				
6. CITY HALL, PATTERSON, N.J.	227	1 1/2		10-10-39.
7. CITY HALL, PATTERSON, N.J.	35	9 1/2	10-17-37	10-18-39

DATE DRAFTED ON D. \_\_\_\_\_ Date Paid \_\_\_\_\_

DATE HAND COLOR PROOF ON D. \_\_\_\_\_ Date Paid \_\_\_\_\_

Photos in 204 1147

ST  
29



NO. 9A-H1824

ORDER No. \_\_\_\_\_

DATE 9-29-1939

12 M 500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) EAST SIDE PARK, PATTERSON,  
N. J.

IMPRINT SAME AS ABOVE

AFTER TITLE AT EXTREME RIGHT: 1

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

TAKE OUT ALL CARS. ADD FEW SMALL FLOW R BUDS AND BUSHES WITH FLOWERS ON OTHER SIDE OF RIVER. MAKE IT LOOK PARKISH. FOREGROUND WITHIN THREE BUSHES ~~XXXXXXX~~ TO SHOW MORE WATER. FEW WILD FLOWERS ON EDGE OF GRASS IN FOREGROUND UNDER BUSHES. 3 BUSHES AT BOTTOM WICH, WHICH ARE NOT IN PARK, TRIM WITH FEW WILD FLOWERS. VERY SPARINGLY

AUTUMN FOLIAGE

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF **YES**      RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,797,775

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		Gest. Dept. Checked	
AND WORK SCHEDULE		By _____	
Date _____		Date _____	
EST. TIME	DATE	DATE	
Check No.	Time Allowed	COMPLETED	
	SEP 29 1939	SEP 29 1939	
CH. LITHO			
SH. LITHO	10 2 1/2	10/2/39	
PH. LITHO			
CH. LITHO	89	Oct. 3-39	
SH. LITHO			
PH. LITHO			
ENG. LITHO			
HAND COLOR PROOF	225	4 Oct	
ARTIST DEPT.	35	10/13/39	

DATE SUBMITTED \_\_\_\_\_



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1825

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SPILLWAY, OBOTON DAM

PRIV. NO. EXTR 4E RIGHT AFTER TITLE: 8

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

MUST HAVE WATER OVER DAM & TRIPLE WATER FALLS AT SCENES LEFT.  
WATER IN FOREGROUND, BOTTOM, TO EDGE OF CARD. COLOR STONWORK  
POLYCHROME. FOLIAGE: ADD TREES & SHRUBS TO BEAUTIFY. AUTUMN  
FOLIAGE. IMPROVE ON CARD ATT'D.. SEE CARD 1A12 ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
1939 A & D WORK SCHEDULE

DESCRIPTION	QTY	UNIT	DATE	DATE COMPLETED
COMP. CO. 17. 3. 52			SEP 20 1939	SEP 25 1939
SWEDISH	14	5		
RETOUCHING				
PHOTOGRAPH				
ST. 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 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822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 841. 842. 843. 844. 845. 846. 847. 848. 849. 850. 851. 852. 853. 854. 855. 856. 857. 858. 859. 860. 861. 862. 863. 864. 865. 866. 867. 868. 869. 870. 871. 872. 873. 874. 875. 876. 877. 878. 879. 880. 881. 882. 883. 884. 885. 886. 887. 888. 889. 890. 891. 892. 893. 894. 895. 896. 897. 898. 899. 900. 901. 902. 903. 904. 905. 906. 907. 908. 909. 910. 911. 912. 913. 914. 915. 916. 917. 918. 919. 920. 921. 922. 923. 924. 925. 926. 927. 928. 929. 930. 931. 932. 933. 934. 935. 936. 937. 938. 939. 940. 941. 942. 943. 944. 945. 946. 947. 948. 949. 950. 951. 952. 953. 954. 955. 956. 957. 958. 959. 960. 961. 962. 963. 964. 965. 966. 967. 968. 969. 970. 971. 972. 973. 974. 975. 976. 977. 978. 979. 980. 981. 982. 983. 984. 985. 986. 987. 988. 989. 990. 991. 992. 993. 994. 995. 996. 997. 998. 999. 1000. 1001. 1002. 1003. 1004. 1005. 1006. 1007. 1008. 1009. 1010. 1011. 1012. 1013. 1014. 1015. 1016. 1017. 1018. 1019. 1020. 1021. 1022. 1023. 1024. 1025. 1026. 1027. 1028. 1029. 1030. 1031. 1032. 1033. 1034. 1035. 1036. 1037. 1038. 1039. 1040. 1041. 1042. 1043. 1044. 1045. 1046. 1047. 1048. 1049. 1050. 1051. 1052. 1053. 1054. 1055. 1056. 1057. 1058. 1059. 1060. 1061. 1062. 1063. 1064. 1065. 1066. 1067. 1068. 1069. 1070. 1071. 1072. 1073. 1074. 1075. 1076. 1077. 1078. 1079. 1080. 1081. 1082. 1083. 1084. 1085. 1086. 1087. 1088. 1089. 1090. 1091. 1092. 1093. 1094. 1095. 1096. 1097. 1098. 1099. 1100. 1101. 1102. 1103. 1104. 1105. 1106. 1107. 1108. 1109. 1110. 1111. 1112. 1113. 1114. 1115. 1116. 1117. 1118. 1119. 1120. 1121. 1122. 1123. 1124. 1125. 1126. 1127. 1128. 1129. 1130. 1131. 1132. 1133. 1134. 1135. 1136. 1137. 1138. 1139. 1140. 1141. 1142. 1143. 1144. 1145. 1146. 1147. 1148. 1149. 1150. 1151. 1152. 1153. 1154. 1155. 1156. 1157. 1158. 1159. 1160. 1161. 1162. 1163. 1164. 1165. 1166. 1167. 1168. 1169. 1170. 1171. 1172. 1173. 1174. 1175. 1176. 1177. 1178. 1179. 1180. 1181. 1182. 1183. 1184. 1185. 1186. 1187. 1188. 1189. 1190. 1191. 1192. 1193. 1194. 1195. 1196. 1197. 1198. 1199. 1200. 1201. 1202. 1203. 1204. 1205. 1206. 1207. 1208. 1209. 1210. 1211. 1212. 1213. 1214. 1215. 1216. 1217. 1218. 1219. 1220. 1221. 1222. 1223. 1224. 1225. 1226. 1227. 1228. 1229. 1230. 1231. 1232. 1233. 1234. 1235. 1236. 1237. 1238. 1239. 1240. 1241. 1242. 1243. 1244. 1245. 1246. 1247. 1248. 1249. 1250. 1251. 1252. 1253. 1254. 1255. 1256. 1257. 1258. 1259. 1260. 1261. 1262. 1263. 1264. 1265. 1266. 1267. 1268. 1269. 1270. 1271. 1272. 1273. 1274. 1275. 1276. 1277. 1278. 1279. 1280. 1281. 1282. 1283. 1284. 1285. 1286. 1287. 1288. 1289. 1290. 1291. 1292. 1293. 1294. 1295. 1296. 1297. 1298. 1299. 1300. 1301. 1302. 1303. 1304. 1305. 1306. 1307. 1308. 1309. 1310. 1311. 1312. 1313. 1314. 1315. 1316. 1317. 1318. 1319. 1320. 1321. 1322. 1323. 1324. 1325. 1326. 1327. 1328. 1329. 1330. 1331. 1332. 1333. 1334. 1335. 1336. 1337. 1338. 1339. 1340. 1341. 1342. 1343. 1344. 1345. 1346. 1347. 1348. 1349. 1350. 1351. 1352. 1353. 1354. 1355. 1356. 1357. 1358. 1359. 1360. 1361. 1362. 1363. 1364. 1365. 1366. 1367. 1368. 1369. 1370. 1371. 1372. 1373. 1374. 1375. 1376. 1377. 1378. 1379. 1380. 1381. 1382. 1383. 1384. 1385. 1386. 1387. 1388. 1389. 1390. 1391. 1392. 1393. 1394. 1395. 1396. 1397. 1398. 1399. 1400. 1401. 1402. 1403. 1404. 1405. 1406. 1407. 1408. 1409. 1410. 1411. 1412. 1413. 1414. 1415. 1416. 1417. 1418. 1419. 1420. 1421. 1422. 1423. 1424. 1425. 1426. 1427. 1428. 1429. 1430. 1431. 1432. 1433. 1434. 1435. 1436. 1437. 1438. 1439. 1440. 1441. 1442. 1443. 1444. 1445. 1446. 1447. 1448. 1449. 1450. 1451. 1452. 1453. 1454. 1455. 1456. 1457. 1458. 1459. 1460. 1461. 1462. 1463. 1464. 1465. 1466. 1467. 1468. 1469. 1470. 1471. 1472. 1473. 1474. 1475. 1476. 1477. 1478. 1479. 1480. 1481. 1482. 1483. 1484. 1485. 1486. 1487. 1488. 1489. 1490. 1491. 1492. 1493. 1494. 1495. 1496. 1497. 1498. 1499. 1500. 1501. 1502. 1503. 1504. 1505. 1506. 1507. 1508. 1509. 1510. 1511. 1512. 1513. 1514. 1515. 1516. 1517. 1518. 1519. 1520. 1521. 1522. 1523. 1524. 1525. 1526. 1527. 1528. 1529. 1530. 1531. 1532. 1533. 1534. 1535. 1536. 1537. 1538. 1539. 1540. 1541. 1542. 1543. 1544. 1545. 1546. 1547. 1548. 1549. 1550. 1551. 1552. 1553. 1554. 1555. 1556. 1557. 1558. 1559. 1560. 1561. 1562. 1563. 1564. 1565. 1566. 1567. 1568. 1569. 1570. 1571. 1572. 1573. 1574. 1575. 1576. 1577. 1578. 1579. 1580. 1581. 1582. 1583. 1584. 1585. 1586. 1587. 1588. 1589. 1590. 1591. 1592. 1593. 1594. 1595. 1596. 1597. 1598. 1599. 1600. 1601. 1602. 1603. 1604. 1605. 1606. 1607. 1608. 1609. 1610. 1611. 1612. 1613. 1614. 1615. 1616. 1617. 1618. 1619. 1620. 1621. 1622. 1623. 1624. 1625. 1626. 1627. 1628. 1629. 1630. 1631. 1632. 1633. 1634. 1635. 1636. 1637. 1638. 1639. 1640. 1641. 1642. 1643. 1644. 1645. 1646. 1647. 1648. 1649. 1650. 1651. 1652. 1653. 1654. 1655. 1656. 1657. 1658. 1659. 1660. 1661. 1662. 1663. 1664. 1665. 1666. 1667. 1668. 1669. 1670. 1671. 1672. 1673. 1674. 1675. 1676. 1677. 1678. 1679. 1680. 1681. 1682. 1683. 1684. 1685. 1686. 1687. 1688. 1689. 1690. 1691. 1692. 1693. 1694. 1695. 1696. 1697. 1698. 1699. 1700. 1701. 1702. 1703. 1704. 1705. 1706. 1707. 1708. 1709. 1710. 1711. 1712. 1713. 1714. 1715. 1716. 1717. 1718. 1719. 1720. 1721. 1722. 1723. 1724. 1725. 1726. 1727. 1728. 1729. 1730. 1731. 1732. 1733. 1734. 1735. 1736. 1737. 1738. 1739. 1740. 1741. 1742. 1743. 1744. 1745. 1746. 1747. 1748. 1749. 1750. 1751. 1752. 1753. 1754. 1755. 1756. 1757. 1758. 1759. 1760. 1761. 1762. 1763. 1764. 1765. 1766. 1767. 1768. 1769. 1770. 1771. 1772. 1773. 1774. 1775. 1776. 1777. 1778. 1779. 1780. 1781. 1782. 1783. 1784. 1785. 1786. 1787. 1788. 1789. 1790. 1791. 1792. 1793. 1794. 1795. 1796. 1797. 1798. 1799. 1800. 1801. 1802. 1803. 1804. 1805. 1806. 1807. 1808. 1809. 1810. 1811. 1812. 1813. 1814. 1815. 1816. 1817. 1818. 1819. 1820. 1821. 1822. 1823. 1824. 1825. 1826. 1827. 1828. 1829. 1830. 1831. 1832. 1833. 1834. 1835. 1836. 1837. 1838. 1839. 1840. 1841. 1842. 1843. 1844. 1845. 1846. 1847. 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2014. 2015. 2016. 2017. 2018				



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 94-H1826

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) FLOWER BEDS, VASSAR COLLEGE,  
POUGHKEEPSIE, N.Y.

IMPRINT SAME AS ABOVE

AFTER TITLE AT EXTREME RIGHT: 7

PHOTO PROPERTY OF

G. T.

COLOR DESCRIPTION

RETUCH THE DIFFERENT BEDS TO SHOW FANCY OR DRLY KIX FIGURES.  
BEDS SHOW ALL DIFFERENT KINDS OF FLOWERS, TREES, AUTUMN FOLIAGE.  
KIX LIGHTEN DARK FOLIAGE AT RIGHT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS U. S. PAT. NO. 1,797,775

ATTENTION!

24 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE	Cost Dept. Checked
By	Date
SEP 29 1939	SEP 29 1939
DATE COMPLETED	DATE COMPLETED
SEP 29 1939	SEP 29 1939
10/3/39	
89	Oct 7-39
10-13-39	10-16-39

52  
23



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1827

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BELLE SKINNER HALL OF MUSIC,  
VASSAR COLLEGE, Poughkeepsie, N.Y.

RIV. NO. AFTER TITLE AT XTREME  
RIGHT: 6

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDG. GREYISH. SPRINKLE BROWN FANCY STONE. SLATE ROOF. STEEPLE  
FANCY. TRIM WHITE. FEW WILD FLOWERS ON BUSHES. FLOWERS BACK OF  
CEDAR TREE BUSH.

AUTUMN FOLIAGE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

24 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Best Dept. Checked By Date

SEP 29 1939

DATE	DATE	DATE	DATE
ORDERED	DATE	DATE	DATE
DATE	DATE	DATE	DATE
SEP 29 1939	SEP 29 1939		
19	2 1/2		10/3/39
89		Oct. 3-39	
2 1/2	1 1/2		5 Oct
64	9	Oct 16	10-19

DATE BLUEPRINT OK'D

DATE Filed

DATE PRINTING ORDERED

DATE PRINTING ORDERED



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1829

ORDER NO.

DATE 9-29-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SPERRY SPRINGS DOCK,  
LAKE HOPATCONG, N.J.

PRIV. NO. AFTER TITLE AT EXTREME  
RIGHT: 7

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION: IMPROVE ON CARD ATT'D. LIGHT/DARK PLACES. ADD MORE TREES OVERHANGING  
TO BEAUTIFY SCENE.

*Autumn foliage*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects or  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Dept. Checked	
By <u>SEP</u>		Date <u>SEP 29 1939</u>	
DATE COMPLETED		DATE COMPLETED	
SEP 29 1939	SEP 29 1939		
15	2		10/2 gr
85	10-3		
225	1 1/2		6 Oct
	8 1/2		

DATE BLUEPRINT OF D

DATE FILED

DATE HAND COLOR

DATE



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1829 ✓ ORDER NO. ~~XXXXXXXX~~ 30467 DATE 10-2-1939

CUSTOMER ALERT ADV. AGENCY  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL FAUST - NEW RAINBO ROOM

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATT'D.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

*Rush*

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

3M-1-2-39

OCT 9 - 1939

62

10-13

50-2  
21-8  
14-2  
17-11/2

#65

10-27

*Gold Rush 102*

*My*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1830 ORDER NO. 0790

DATE 9-29-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THE PRAETORIANS  
DALLAS, TEXAS

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FIRST METHODIST CHURCH—DALLAS, TEXAS

Small TYPE: COURTESY OF THE PRAETORIAN LIFE  
INSURANCE COMPANY, DALLAS, TEXAS

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BUILDING IS BUFF COLORED BRICK WITH WHITE TRIMMINGS.

RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 2 - 1939

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1831 ORDER NO. 30796 DATE 9-29-1939

CUSTOMER THE FRANK WILCOX CO., INC.,  
WEST HAVEN, CONN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ~~WILCOX'S PIER RESTAURANT~~ - SAVIN  
ROCK, WEST HAVEN, CONN.

EST. 1900

see tissue

FRONT NO. 5  
(All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — (Retouched Photo) — Wash Drawing

Follow Layout BLACK OUT COCKTAIL BAR SIGN & TWO  
SMALL ONES LEFT OF THAT. REMOVE WIRE POLE & WIRES  
AND PARKING SIGN. LEAVE SCAFFOLDING BENEATH THE  
PIER BUT NOT ON EXTREME END.—WATER JUST A LITTLE  
HIGHER BUT NOT TOO HIGH.

SEE TISSUE ATT'D.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

TWO REAL RED LOBSTERS. BLDG. WHITE. AWNINGS: #38 GREEN & #6 ORANGE. ROOF: GREEN #67.  
LETTERING LEFT: "WILCOX'S - & PIER RESTAURANT": BOTH SIGNS ARE GOLD ON BLACK. ALL OTHER  
SIGNS ARE BLACK LETTERS ON WHITE. SEE TISSUE ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 2 - 1939



A. A. ARNOLD, VINCENTES, IND.

NO. 9A-H1832

ORDER NO. 30472

DATE 9/30/39

12<sup>1</sup>/<sub>2</sub> M POST CARDS

C. T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) GREETINGS FROM VINCENTES,  
INDIANA

IMPRINT

SAME AS ABOVE

PUT IN LOWER LEFT BORDER IN SMALL TYPE  
(c) CURT TEICH & Co., Inc.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDS ONLY PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,275

Slit 5/10  
C  
Cost 23/4  
C

ESTIMATE

By C. T. Teich Cost Dept. Chicago

Date OCT 18 1939

	DATE	DATE COMPLETED
CUSTOMER'S NAME	OCT 18 1939	OCT 18 1939
STATUS		
POSTAGE		
PRINTING		
REPRODUCTION		
STYLING		
ENGRAVING		
HAND COLORING		
ARTIST'S COST		
DATE DECORATED		
DATE HAND COLORING		
DATE PHOTO RETURNED TO ORIGINAL		

Handwritten notes: 19-10-24, 14, 7, 6, 91, 14

Am. 46  
47



NO. 9A-HL833

A. A. ARNOLD, VINCENNES, IND

ORDER NO. 30472

DATE 9-30-39

12 1/2 M POST CARDS GROUP 2 ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) MEMORIAL MARKING SPOT WHERE

IMPRINT SAME AS ABOVE

LINCOLN FAMILY ENTERED ILLINOIS FROM INDIANA 1830

BOT - LOCATED WEST END OF LINCOLN MEMORIAL BRIDGE, VINCENNES, IND.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE LAYOUT & INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

6861-2 100

OCT 2-1939

14 5

10/49

15

10-4

225 13/4

10 Oct

9 1/2

10-16

18

DATE RECEIVED

DATE

By

DATE HAND COMPLETED

DATE Photo Returned to Customer

24  
24



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1834

ORDER NO. 30804

DATE 9-30-1939

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STORM KING HIGHWAY, LOOKING SOUTH

BOT-SHOWING ROCK FORMATION, OUT OF WHICH ROAD WAS BLASTED.

TRIV. NO. EXTREME RIGHT AFTER TITLE: 1

1 inch below +

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 123179. TAKE OUT OLD CARS. LIGHT CREAM ROAD WITH WHITE LINE.

AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for the customer. Please see to it that all color negatives are uniform and colors are in harmony with each other to make an effective set.

Payable  
3017

DATE RECEIVED		DATE PAID	
OCT 2 - 1939		OCT 3 - 1939	
13		2 1/2	
85		10-5	
235		10 Oct-	
202		8 3/4	

DATE RECEIVED

DATE PAID

DATE THAT COLOR PROOF ORD

DATE Photo Returned to Customer

29



THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1835

ORDER NO. 30804

DATE 9-30-1939

12M 500 FOOT CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BATTLE MONUMENT, U.S.

MILITARY ACADEMY, WEST POINT, N.Y.

PRIV. NO. EXTREME RIGHT AFTER TITLE: 11

1 inch

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT

SAME AS ROVEN

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

RETOUCH WATER AND MOUNTAIN. SEE ATT'D CARDS FOR DISTANT WATER & MOUNTAINS  
IMPORTANT: PAINT IN DISTANT BAY AS PER ATT'D SCENE. RETOUCH DARK FOLIAGE.  
AUTUMN FOLIAGE.

USE PHOTO NO. 90655

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

DATE		DATE	
RECEIVED		COMPLETED	
OCT 4 1939		OCT 4 - 1939	
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OCT 1 - 1939		OCT 4 - 1939	
DATE		DATE	
OCT 1 - 1939		OCT 4 - 1939	
DATE		DATE	
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OCT 1 - 1939		OCT 4 - 1939	
DATE		DATE	
OCT 1 - 1939		OCT 4 - 1939	
DATE		DATE	
OCT 1 - 1939		OCT 4 - 1939	
DATE			



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-H1836

ORDER NO. 30804

DATE 9-30-1939

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

TITLE (IN FULL) AIR VIEW, U.S. MILITARY ACADEMY, WEST POINT, N.Y.

IMPRINT SAME AS ABOVE

TRIV. NO. EXTREME RIGHT AFTER TITLE: 18

1 inch

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 3332-29. SEE A D ATT'D FOR COLORS.

Print seal.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

6 Subjects on order for this customer. Please see to it that all cut out negatives are uniform in size and in harmony with each other to make an attractive set.

Rephoto

By	939	By	
L		L	
DATE		DATE	
COMPLETED		COMPLETED	
OCT 3 - 1939		OCT 3 - 1939	
10 - 3	4	10 - 3	10 - 5 56
10 - 6	05	10 - 6	
725 13/4		9 Oct	
219 10 1/2	10 - 16	10 - 17	

DATE FILED

DATE FILED

By

By

DATE HAND COLOR PROOF

DATE Photo returned to Customer

By

By

2

ST  
92



THE RUBEN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-11837

ORDER NO. 30535

DATE 9-20-1939

12 M 500 100T 1939

SET COLOR TONE

HTL BORD R

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MEMORIAL HALL, U.S. MILITARY  
ACADEMY, WEST POINT, N.Y.

REV. NO. EXTREME RIGHT AFTER TITLE: 1

*1 inch*

FRONT NO. 2 R. M. 10

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

LIGHT TAN BLEG., TRIM LIGHT, BUFF BASE, OF COLUMNS & CANNON. MARBLE  
BASE NEAR GROUND. SEAL BLEG. AT RIGHT, CREAM, WHITE TRIM, RED ROOF.

INSERT SHIELD AS ATT'D. IN CORNER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

6 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Rephoto  
for given on both  
sides  
make lighter print*

			DATE ENTIRE DEPT.	DATE COMPLETED
COMPOSED			OCT 3 - 1939	OCT 3 - 1939
SAVED				
RETOUCHED	1	4	10 - 3	10 - 4
PRINTED				
REPRODUCTION	89		10 - 5	
REPRODUCTION				
REPRODUCTION				
REPRODUCTION	78	1/2		10 - 9 - 39
REPRODUCTION	64	9	10/19/39	10/20/39

DATE BLUEPRINT CRD

DATE

By

By

DATE HAND COLOR PROOF CRD

DATE Photo Returned to Customer

*5  
99*



THE RUBIN PUBLISHING CO., NEWBURGH, N.Y.

NO. 9A-11838

ORDER NO. 30835

DATE 9-30-1939

12 M 500 POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. 10
TITLE (IN FULL) CATHOLIC CHAPEL, U.S. MILITARY ACADEMY, WEST POINT, N.Y.		IMPRINT SAME AS ABOVE	
PRIV. NO. EXTREME RIGHT AFTER TITLE: 3			
		PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

COLOR FIRST BLDG. WITH STEEPLE: SEE BACK OF PHOTO. MOTTLED TONE, BROWN TRIM SMALLER BLDG. AT RIGHT, SAME STONE, BUT WHITE TRIM, INSTEAD OF BROWN. WINDOW, FANCY, ORNAMENTAL. DOORS, OAK. GOLD CROSS. MILITARY SHIELD INSERTED IN UPPER RIGHT CORNER AS ATT'D. BUSHES, GREEN WITH FLOWERS AT BASE.

SUBMIT: RET. PHOTO.

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

DATE	DATE	DATE	DATE
OCT 3 - 1939	OCT 3 - 1939	OCT 3 - 1939	OCT 3 - 1939
2	2 1/2	10 - 3	10 - 4 SC
89	Oct. 5 - 39		
62	1 3/4		10 - 9
217	9	100114-24	OCT 17 - 39

DATE RECEIVED

DATE Filed

DATE PAID COLOR PROOF OK'D

By

DATE Photo Returned to Customer

SC  
26







MINSKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH, PA. ORDER NO. 30491

25	M POST CARDS	ART COLORTONE	WHITE BORDER
----	--------------	---------------	--------------

TITLE (IN FULL) 2 $\frac{1}{2}$  MILLION DOLLAR HIGHLAND  
PARK BRIDGE, SPANNING ALLEGHENY RIVER

IMPRINT SAME AS ABOVE

PRIVATE NO. ~~REFSREXTXXL~~ UPPER LEFT  
CORNER -- 791

PUT "PITTSBURGH PROMOTES PROGRESS" IN  
UPPER MESSAGE SPACE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLOR DESCRIPTION

BRIDGE SILVER GRAY CEMENT PIERS. GREEN RAILINGS & LAMP POSTS. REAR BLDGS.  
GRAY & BROWN. MAKE NIGHT SCENE SHOWING LIGHTS ON BRIDGE ALL LIT.  
SHOW LIGHT POSTS & BRACKETS PROMINENT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

F... v G... re

# THE STATE

Cost Log. Checked

31

Date \_\_\_\_\_

CLASS	TIME	DATE ENTERED DEPT.	DATE COMPLETED
...	...	OCT 4 - 1939	OCT 4 - 1939
...	4 1/2		
...	...	J. 6 - 39	
...	225		10 Oct
...	73		

1892

R<sub>2</sub> 3

3



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1841 ORDER NO. 30846 DATE 10-3-1939

CUSTOMER SUCCESS BUSINESS COLLEGE  
DENVER, COLORADO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$  GROUP 3 STYLE ART COLOR ONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full "SUCCESS BUSINESS AND REPORTING COLLEGE"  
BOT- SECTIONAL VIEW OF TYPING ROOM -  
ONE OF SUCCESS STUDY HALLS

*2nd STUDENT BODY*

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATT'D. FILL UP SPACE TO LEFT OF  
EXTERIOR VIEW WITH STUDENTS.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATT'D.

*1. Ruah*

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 4 - 1939

*70 He 2 1/2 10-12-39*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1842 ORDER NO. 30853

DATE 10-3-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BUCHANAN CHEVROLET CO.  
SPOKANE, WASHINGTON

6 M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SUPER CHEVROLET SERVICE

BOT-HONEST VALUE USED CARS

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE INST. ATT'D.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INST. ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

62 10-9 24 18  
64 10-14 -10-23 27 9

OCT 4 - 1939

make DK Blue impression  
" Light Blue — "

15  
mact lug.  
30



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1843 ORDER NO. 39864 DATE 10-5-1939

CUSTOMER HOTEL MILBURN  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL MILBURN, MIAMI BEACH, FLORIDA  
BOT-FACING THE OCEAN

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INST. & SKETCH ATT'D.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INST. & SKETCH ATT'D.

RUSH

OCT 9-1939

make DK. Blue impression



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 9A-H1844 ORDER NO. 30862 DATE 10-5-1939

CUSTOMER TOP HAT HOTEL  
UNION CITY, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE *Group 3* 3½ x 5½

GROUP 3

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP HAT RESTAURANT ~~(TOP HAT RESTAURANT)~~

HUDSON BLVD. AT 32nd ST., UNION CITY, N.J.

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH & TISSUE OVERLAYS ATT'D.

TAKE OUT "OPEN ALL SUMMER" ON BOTH SIGNS.

GET ALL WORDS "TOP HAT" IN STRONG.

FLOOR AT BAR SHOWS UP TOO STRONGLY & DETRACTS FROM REST OF PICTURE. SEE THESE INSTRUCTIONS ON TISSUE OVERLAY ON SKETCH.

COLOR DESCRIPTION

SEE SKETCH & TISSUE OVERLAYS ATT'D.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1.2-39

make DK Blue  
" Red  
impression

OCT 5 - 1939

Comp. Dept.



CITY NEWS AGENCY, EVANSVILLE, IND.

NO. 9A-H1845

ORDER NO. 31029

DATE 11/1/39

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM EVANSVILLE,  
IND.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

IN SMALL TYPE IN LOWER BORDER --

(c) Curt Teich & Co., Inc.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE THE ATTACHED CARDS IN MAKING UP  
THE LETTERS IN EVANSVILLE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF ~~RET~~ RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

NOV 6 1939

By

Date

NOV 6 1939

DATE

DATE

NOV 6 1939

NOV 6 1939

4 8 11 6 1-10 SL

15

make rec impression  
D.K. Blue

81A-8

11/3/39 21-2

11-6

10 reprints

4-6  
6-8

74



CITY NEWS AGENCY, EVANSVILLE, IND.

NO. 9A-H1846

ORDER NO. 31039

DATE 11/1/39

12 $\frac{1}{2}$  M POST CARDS

ART COLOORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AUDUBON MEMORIAL MUSEUM,  
HENDERSON, KY.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BUILDING TAN AND GRAY VARICOLOR. BROWN WOOD ARCHES. ROOF GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

NOV 7 1939

NOV 1 1939

NOV 1 1939

16 2

11/3 9

39

Nov 4-39

225 1/2

7 Nov  
11-14

66 8 1/2 11-13

DATE RECEIVED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED

DATE PRINTED



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. 9A-111847

ORDER NO. ~~30868~~ 30868

DATE 10-5-1939

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) CAROGA LAKE STATE CAMP,  
CAROGA LAKE, N.Y.

IMPRINT SAME AS ABOVE

PRIV. NO. ~~7~~ <sup>Before TITLE</sup> FROM LEFT RIGHT EDGE: 3 CL

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE			
DATE		DATE	
ORDERED		COMPLETED	
DATE		DATE	
DATE		DATE	
COMP. COST	UP	OCT 5 - 1939	OCT 5 - 1939
SKETCH	4	2 1/2	10-5
REF. COST	89	Oct. 10 - 39	
PROOF COST	2/0	1 1/2	10-12
HAND COLOR PROOF	67	8 1/2	10-12-39
ARTIST DEPT.			

DATE BLUEPRINT OK'D \_\_\_\_\_  
By \_\_\_\_\_

DATE Filed \_\_\_\_\_  
By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ST.  
32



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. 9A-11848

ORDER NO. 30868

DATE 10-5-1939

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CAROGA LAKE STATE CAMP;  
CAROGA LAKE, N.Y.

1 RIV. NO. *Before title*  
*In sky* ~~1/2" FROM UPPER RIGHT EDGE:~~ 4 CL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		Cost Dept. Checked	
1939		Date	
DATE ORDERED	DATE COMPLETED	DATE ORDERED	DATE COMPLETED
OCT 5 - 1939	OCT 5 - 1939		
10	2		10/6 gr
89	Oct. 7-39		
225	1 1/2		11 Oct
8 3/4			

DATE BLUPOINT ORD \_\_\_\_\_ DATE 1. ord. \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF ORD \_\_\_\_\_ DATE Photo Returned to Custom \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_

32



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. 9A-H1849

ORDER NO. 30868

DATE 10-5-1939

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CAROGA LAKE WITH SHERMAN'S

BATHING BEACH IN DISTANCE, CAROGA LAKE,

N.Y.

PRIV. NO.

Before title  
PAGE EIGHT EDGE IN UPPER: 7 CL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE			
By <u>Cost Dept. Checked</u>		Date <u>10-5-1939</u>	
DESCRIPTION	QUANTITY	DATE RECEIVED	DATE COMPLETED
1000 POST CARDS		10-5-1939	10-5-1939
1000 POST CARDS	7	10-6	10-10-39
1000 POST CARDS	89	Oct. 12-39	
1000 POST CARDS			
1000 POST CARDS	201	10-12	10-12
1000 POST CARDS	72	10-13	10-16

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

ST.  
32



RUBIN BROS., ELMIRA, N. Y.

NO. 9A-H1850

ORDER NO. 31056

DATE 10/6/39

25 M POST CARDS ART COLDTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) HARRIS HILL GLIDER FIELD,  
ELMIRA, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BLDG. KNOTTY PINE NATURAL PINE. COLOR OF PLANE IS VERY BRIGHT YELLOW-GREEN.

BE SURE TO SHOW ROPE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,777

DATE RECEIVED	DATE COMPLETED	DATE PHOTO RETURNED TO CUSTOMER
OCT 10 1939	OCT 10 1939	
10 3 1/2	10/11	Gr
75	11-12	
62 1/2	10-16	
41 8 1/2	12-16-39	12-20-39 F.W.

DATE ALL READY COPY

DATE HAND COLOR PROOF SENT

DATE PHOTO RETURNED TO CUSTOMER

MANE OVER

Charge to Photo Litho Dept.

ENT. Material Time

DATE RECEIVED	DATE COMPLETED	DATE PHOTO RETURNED TO CUSTOMER
10-23	ART DEPT. HK	11/2
ENGRAVING		



WAYNE CALENDAR & NOVELTY CO., FT. WAYNE, IND.

NO. 9A-H1851

ORDER NO. 31072

DATE 10/6/39

12 1/2 M POST CARDS

GROUP 3  
ART COLORTONE

~~WHITE BORDER~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CENTRAL HIGH SCHOOL, FORT  
WAYNE, IND. (AS PER LAYOUT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. ~~FRONT VIEW IS TO BE TAKEN FROM THE MIDDLE OF THE  
JOINED PHOTO.~~

~~SUBMIT SKETCH.~~

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Received  
5/12/40  
Paul St  
2 1/2

1939  
NOV 2 1939 NOV 2 1939  
17-21 2  
14 10  
11-3  
11-6  
210 11-7 11-7  
64 11-16 11-20  
DATE BLUEPRINT  
DATE HAND COLOR PROOF



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF:

NO. 21-H1852

ORDER NO. 31115

DATE 10/10/39

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

YES

TITLE (IN FULL) SANTA ANITA PARK, ARCADIA,  
CALIFORNIA  
LOS ANGELES TURF CLUB

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 192

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

3 Subjects on  
for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

DATE RECEIVED		DATE COMPLETED	
OCT 10 1939		OCT 11 1939	
COMM. BY MAIL		OCT 11 1939	OCT 11 1939
SLIP			
RECEIVED	5 6	10-11	10-11
PROOFING			
PRINTING			
FINISHING			
PACKAGING			
DELIVERY			
DATE HAND COLOR PROOF	227 13/4		10-17-39
DATE DELIVERED	10 10		

DATE BLUEPRINT OK'D

DATE 10/10/39

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

10/11/39 R.M.  
37



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. NO. 9A-H1853 ORDER NO. 31115

DATE 10/10/39

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE) PLACE OF TITLE UPPER, LOWER, CENTER - BORDER. FRONT NO. 2 R. M. YES

TITLE (IN FULL) THE PADDOCK "SANTA ANITA PARK" IMPRINT SAME AS ABOVE  
ARCADIA, CALIFORNIA  
LOS ANGELES TURF CLUB

PRIVATE: NO. BEFORE TITLE --- 193

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for this...  
see to it that...  
tives are un...  
in harmony...  
to make an attractive set.

*Straight*

ESTIMATE		DATE COMPLETED	
OCT 11 1939		OCT 11 1939	
2	6	10-11	10-17
85	91	10-17	
227	13/1		10-18-39
214	10		

*[Large handwritten signature]*

*Am 37 29*



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

NO. 9A-H1854

ORDER NO. 31115

DATE 10/10/39

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE -- LA-185

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR INSTRUCTIONS AS PER COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

3 Subjects on  
only one color. Please  
see if it has or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Rephoto

The proof of U. S. C. 9A-H1854, all the buildings look too small, in other words, too much sky and too much street. We want to have a better card than our older subject of this same group, and this can be accomplished by enlarging the portion that is marked on the blue print.

The coloring of the buildings, can be just a little warmer, nearer the previous subject colorings, sample of which I sent in with the photos.

One other thing, we want to identify the buildings, and have marked the blue print accordingly.

- #1 Mudd Hall
- #2 College of Pharmacy
- #3 Science Bldg. and School of Medicine
- #4 Student Union Bldg.
- #5 Bovard Adm. Bldg. (This you will note is the tower over the #4 building, and it is beyond this building, but sets back from the street further than the other buildings.)

- #6 School of Law
- #7 Bridge Hall

Note: In working in the parkway on 9A-H1854 - artist has reduced a little too much. Compare lamp posts on either corner of picture & the one in center ~~EXPOSITION~~ and it is only about 2/3 of what it should be.

MAKEOVER

LV.

Dep.

1

in Cost Dept.

NOV 9 1939

HC. 11-9-39.

#227

ART DEPT. 1/10 13/4

ENGRAVING

17  
28



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL No. 9A-H1855 ORDER NO. 30941 DATE 10-10-1939

CUSTOMER GILBERT SHOE CO.  
THIENSVILLE, N.C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full RX FOR COMFORT (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INSTRUCTIONS ATT'D.

Negative — Line — Halftone — Combination, 120  
Dry — Wet — Pancromatic — Color Separation, 133  
Transfer — Paper Process — New Process, 150  
Stripping — White Border — Full Face, 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH & INSTRUCTIONS ATT'D.

*Pusher*

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 12 1939

OCT 12 1939

*make red impression*

5 - 11 - 1/2 hr

2 - 11 - 1 hr

2 - 12 - 5 hr

1 - 1 1/2 hr 11



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 9A-H1857 ORDER NO. 088

DATE 1-17-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HANOVER SHIRT CO.  
BALTIMORE, MD.

50 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NOW! THE SHIRT OF 1000 USES!  
(ETC. AS PER COPY)

FRONT NO. None (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH ATT'D FOR DESIGN.

*Design Ret 8-83-40*

COLOR DESCRIPTION

SEE SKETCH ATT'D & SWATCHES OF CLOTH FOR COLORS.

PHOTO RETURNED

TO

PHOTO USED FOR

*1 Photo 5x7*  
*LO 2 1/2*  
*Ret 4*  
*Ac. 1 3/4*  
*53 Lat 9 1/2*

*49 1-25*

JAN 20 1940

*make red impression  
on blue*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1856 ORDER NO. 31090 DATE 10/13/39

CUSTOMER MIELKE SYSTEM,  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full "SEE THIS INSTALLATION AT 4007 AX  
ARMITAGE AVENUE, CHICAGO, ILL."

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Color Photo & Photo Ret to cust. Jan 17, 1940

COLOR DESCRIPTION

FOLLOW SKETCH ATTACHED FOR COLOR & LAYOUT

OCT 17 1939

make DK Blue impression



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1858 ORDER NO. 34720 DATE 3-5-1940

CUSTOMER HANOVER SHIRT CO.  
BALTIMORE, MARYLAND

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50M POST CARDS

SIZE

3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NOW, BE YOUR OWN UNIFORM DESIGNER!  
(ETC. AS PER COPY)

FRONT NO. None (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH, INSTRUCTIONS AND LAYOUT ATT'D.

COLOR DESCRIPTION

SEE SKETCH, INSTRUCTIONS, LAYOUT & COLOR SWATCHES ATT'D.

*submit to office*

MAR 19 1940



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1859 ORDER NO 30888

DATE 10-7-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER  
BERNEY'S RESTAURANT  
JACKSONVILLE, FLORIDA

Photos for  
this Customer

25 M POST CARDS SIZE 3½ x 5½ (GROUP 3)

STYLE PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BERNEY'S RESTAURANT - BAR AND MIRROR  
COCKTAIL LOUNGE, JACKSONVILLE, FLORIDA

FRONT NO. ☒ (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & SHEET OF CORRECTIONS  
ON SKETCH ATT'D.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH & SHEET OF CORRECTIONS ON SKETCH ATT'D.

*Photo ret 1-15-40*

OCT 9-1939

OCT 9-1939

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*10-17-39*  
*70*  
*12*

*66* *10-23*





CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 9A-H1869 ORDER NO. 30895 DATE 10-18-1939

CUSTOMER C & N.W. RY.CO.  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

TAKE OUT POSTS & WIRES. SHOW SIGN "THE 400"  
ON ENGINE IN POSITION AS SHOWN ON BOOK ATT'D.  
BE SURE TO SHOW THE 3 LINES AFTER "400"

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

CROP AS INDICATED.

COLOR DESCRIPTION

COLOR OF SIGN "400" IS GRAY METAL. SEE KODACHROME ATT'D FOR COLORS.

*in 10 min*

*Red*

*make red impression*

*BK 6*  
*Mc Tye*

*62-11-39 - 9-11-39*

62  $\frac{1}{4}$  Hr. Cor.

*OK*

*not*

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

3M-1-2-39



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER —

DIAL No. 9A-H1861 ORDER NO 30895 DATE 10-18-1939

CUSTOMER C. & N.W. RY.  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2 (GROUP 2) STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE PENCIL SKETCH FOR DESIGN &  
POSITION OF INSERT.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LARGE COLORED DRAWINGS FOR COLOR.  
MURALS ARE SPEIA COLORED. BACKGROUND IS LEATHERETTE EFFECT ON  
WALLS.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

62 10-29 Ret 9  
62 1/4 H2 Cor. Ret 2 1/4  
Ret 15  
11-1-39



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 9A-H1862 ORDER NO. 30895 DATE 10-17-1939

CUSTOMER C&NW RY.  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

RAISE MASK  $\frac{1}{4}$ ". CROP AT BOTTOM SO THAT SHOE  
OF STEWARDESS IS SHOWN COMPLETELY BUT NOT  
ANY OTHER FOREGROUND. CORRESPONDINGLY, RAISE  
MASK  $\frac{1}{4}$ " AT TOP OF PHOTO.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BACKGROUND WALLS ARE OF A LEATHERETTE MATERIAL.  
SEE LARGE COLORED DRAWING ATT'D FOR COLORS.  
KEEP COLORS BRIGHT AND VERY COLORFUL.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

62  $\frac{1}{2}$  HR. COR.

Ret 6  
He 2 1/4

Leit 12 1/2 #65  
11-2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1863 ORDER NO. 30895 DATE 10-18-1939

CUSTOMER C & NW RY.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE ~~TEXT~~ WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

CROP AS INDICATED.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LARGE COLORED DRAWING FOR COLORS. KEEP BRIGHT & VERY COLORFUL

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

62 10-25 5 1/2  
7 1/4  
13 1/2

PH

Red circular stamp or mark.

Handwritten marks at bottom right.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL No. 9A-H1864 ORDER NO30895 DATE 10-18-1939

CUSTOMER C & NW RY.  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

CROP AS INDICATED.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LARGE COLORED DRAWING FOR COLORS. KEEP BRIGHT & VERY COLORFUL.  
MURALS ARE SPEIA COLORED. BACKGROUND WALLS ARE LEATHERETTE EFFECT.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 5  
He 7/4  
62 1/4 H.R. Cur.  
Lat 13 71

OK  
JMT



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1865 ORDER NO. 30895 DATE 10-18-1939

CUSTOMER C & NW RY.  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

GROUP 2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE PENCIL SKETCH FOR DESIGN & POSITION  
OF INSERT

CROP AS INDICATED.

COLOR DESCRIPTION

SEE LARGE COLORED DRAWINGS FOR COLORS. KEEP BRIGHT & VERY COLORFUL.  
WALLS IN BACKGROUND ARE LEATHERETTE EFFECT.

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 9A-H1866 ORDER NO 30898 DATE 10-9-1939

CUSTOMER THE TATEM  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE TATEM, MIAMI BEACH, FLORIDA  
BOT-DIRECTLY ON THE OCEAN

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INSTRUCTIONS ATT'D.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH & INSTRUCTIONS ATT'D. FURNISH CABANAS WITH COLORS THAT WILL  
BE DIFFERENT FROM COLORS ON BEACH UMBREALLAS NEAR BY..

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

62 10-16 Ret 8  
62 10-19 Hc 71  
62 10-19 Hc 1/2 in. Cor

Am

OCT 9-1939

1939

34



S. H. KRESS & CO., LAREDO, TEXAS (EXCLUSIVELY FOR) NO. 9A-H1867  
ORDER NO. 31092

DATE 10/9/39

6	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. <u>I</u>	R. M. <u>NO</u>	
TITLE (IN FULL) <u>VIEW OF POPOCATEPETL FROM AMECAMECA</u>		IMPRINT <u>NONE</u>		
IN SMALL TYPE IN LOWER LEFT BORDER Photo by William Berlin Goolsby		PHOTO PROPERTY OF <u>CUSTOMER</u>		
COLOR DESCRIPTION				

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE		Gest. Dept. Checked	
Date OCT 9 1939		Date OCT 9 1939	
DATE BLUEPRINT ORD.	DATE HAND	DATE PHOTO	DATE
By	By	By	By
DATE HAND COLOR PROOF ORD.	DATE PHOTO RETURNED TO CUSTOMER		
By	By		

ITEM	QUANTITY	UNIT PRICE	TOTAL	DATE COMPLETED
PRINTING	3			10/10
PHOTO (11x14)	89			Oct. 11-39
HAND COLOR (11x14)	225	1/2		12 Oct.
ARTIST DEPT.	64	9/2		10/12/39



EXCLUSIVELY FOR S. H. KRESS & CO., LAREDO, TEXAS.

NO. 9A-H1868

ORDER NO. 31092

DATE 10/9/39

6	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. <u>I</u>	R. M.	NO
TITLE (IN FULL) <u>CHAPULTEPEC CASTLE IN . .</u> <u>MEXICO CITY</u>		IMPRINT <u>NONE</u>		
IN SMALL TYPE IN LOWER LEFT BORDER --- Photo by William Berlin Goolsby		PHOTO PROPERTY OF <u>CUSTOMER</u>		
COLOR DESCRIPTION				

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTIPLY FORMS © PAT. NO. 1,797,775

By [Signature] Date OCT 9 1939 Cost Dept. Checked [Signature] Date OCT 9 1939

DATE ENTERED	DATE COMPLETED
OCT 9 - 1939	OCT 9 - 1939 <u>3</u>
SKETCH	
RETOUCHING <u>18</u> <u>34</u>	<u>10/10/39</u>
PHOTO-ILLUSTRATION	
BLU. PROOF	
STRETCH & COLORING <u>89</u>	<u>OCT. 11 - 39</u>
ENGRAVING	
HAND COLOR PROOF <u>21/2</u> <u>1/2</u> <u>10-12</u>	<u>10-11</u>
ARTIST DEPT. <u>69</u> <u>9</u> <u>10-12</u>	<u>10-16</u>

I. DATE BLUEPRINT OF D. \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_  
II. DATE HAND COLOR PROOF OF D. \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_

34



EXCLUSIVELY FOR S. H. KRESS, LAREDO, TEXAS

NO. 9A-H1869

ORDER NO. 31092

DATE 10/9/39

6	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.			FRONT NO. <u>I</u>	R. M. <u>NO</u>
TITLE (IN FULL) <u>THE INCOMPARABLE CHURCH OF</u>			IMPRINT <u>NONE</u>	
<u>TEPOZOTLAN</u>			<i>Place Stamp Here</i>	
PUT IN SMALL TYPE IN LOWER LEFT BORDER Photo by William Berlin Goolsby			<i>Made in U.S.A.</i>	
COLOR DESCRIPTION			PHOTO PROPERTY OF	CUSTOMER

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE		OCT 9 1939	
AND WORK SCHEDULE		OCT 9 1939	
OPERATION	EST. TIME	DATE	DATE
COMPOSING, TYPE SET UP		OCT 9-1939	OCT 9-1939
SKETCH			
RETOUCHING	20 3		10/11/39
PHOTO-LITHO			
BLUEPRINT STAMPING, GRAYING	89	OCT 12-39	
ENGRAVING			
HAND COLOR PROOF	70 1/2		10-13-39
ARTIST DEPT.	44 9	10-13	10-16

DATE BLUEPRINT ORD. \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF ORD. \_\_\_\_\_  
By \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_



EXCLUSIVELY FOR S. H. KRESS, LAREDO, TEXAS

NO. 9A-H1870

ORDER NO. 31092

DATE 10/9/39

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

NO

TITLE (IN FULL) THE FAMOUS CHURCH AT TAXCO

IMPRINT NONE

PUT IN SMALL TYPE IN LOWER LEFT BORDER

Put Photo by William Berlin Goolsby

OTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE  
OCT 9 1939  
OCT 9 1939

DATE	TIME	DATE	DATE
ORDERED	TEST A. K. A. B. C. D. E. F. G. H. I. J. K. L. M. N. O. P. Q. R. S. T. U. V. W. X. Y. Z.	POSTER REPT.	COMPLETED
OCT 9-1939		OCT 9-1939	OCT 9-1939
RETOUCHING	2 3		10/10 Gr
PHOTO REPT.			
B. L. & W. PROOF	91	10-11-39	
EMBOSSING			
HAND COLOR PROOF	27 1 1/2		62 3/4 H. C. C. R.
ARTIST DEPT	61 8 3/4	10-13-39	10-17-39

DATE BLUEPRINT OK'D

DATE FILED

By

DATE HAND COLOR PROOF OK'D

By

57  
34



EXCLUSIVELY FOR S. H. KRESS, LAREDO, TEXAS

NO. 9A-H1871

ORDER NO. 31092

DATE 10/9/39

6	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)			FRONT NO. I	R. M. NO
TITLE (IN FULL) ITACCIHUATL, FROM AMECAMECA, MEXICO			IMPRINT NONE	
PUT IN SMALL TYPE IN LOWER LEFT BORDER Photo by William Berlin Goolsby			PHOTO PROPERTY OF CUSTOMER	
COLOR DESCRIPTION				

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE AND WORK SCHEDULE

By *[Signature]* Date OCT 9 1939

OPERATION	DATE	DATE COMPLETED
LOADING AND UNLOADING	OCT 2 - 1939	OCT 10 1939
REWORKING	10 3	10/10 9
REWORKING	89	Oct. 11 - 39
REWORKING	227 13/4	10-12-39
ARTIST DEPT.	66 93/4	10-13

DATE BLUEPRINT OR D. DATE Paid

By DATE HAND COLOR PROOF ORD

By DATE Photo Returned to Customer

34



EXCLUSIVELY FOR S.H.KRESS, IAREDO, TEXAS

NO. 9A-HL872

ORDER NO. 31092

DATE 10-9-39

6 M POST CARDS ART COLOR TONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) PATIO IN URUAPAN, MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

*Place Stamp Here*

*Made in U.S.A.*

PUT IN SMALL TYPE IN LOWER LEFT BORDER  
Photo by William Berlin Goolsby

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*Estimate*

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked By *[Signature]* Date *OCT 9 1939*

ITEM	DATE	DATE
	STARTED	COMPLETED
COMPOSING		OCT 9 - 1939
ETCH		
RETOUCHING	<i>1 1/2</i>	<i>10/10</i>
PHOTO LITHO		
BLUET	<i>89</i>	<i>11-39</i>
STAMPING		
ENGRAVING		
HAND COLOR PROOF	<i>225</i>	<i>12 Oct</i>
ARTIST DEPT.	<i>9 1/2</i>	<i>10-13</i>

*1/4 - 110. Cor. 62*

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_

5-  
34



EXCLUSIVELY FOR S.H.KRESS, LAREDO, TEXAS

NO. 9A-H1873

ORDER NO. 31092

DATE 10/9/39

6	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO.	I	R. M. NO
TITLE (IN FULL) THE FAMOUS SANCTUARY OF THE OCOTLAN, NEAR TLAXCALA, MEXICO		IMPRINT	NONE	
PUT IN SMALL TYPE IN LOWER LEFT BORDER Photo by William Berlin Goolsby		Place Stamp Here Made in U.S.A.		
COLOR DESCRIPTION		PHOTO PROPERTY OF	CUSTOMER	

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

ESTIMATE		Cost Exp. Checked	
OCT 9 1939		OCT 9 1939	
OPERATION		DATE COMPLETED	
COMPOSING, SETTING		OCT 9 - 1939	OCT 9 - 1939
SKETCH			
REPRODUCTION	19 3/4		10/11/39
PROOFING			
PRINTING	89	OCT 10 - 39	
INTEGRATING			
HAND COLORING	62 1/2		10 - 13
ARTIST COST	42 8/2	10 - 13	10 - 16. WP.

DATE BLOCKING OUT \_\_\_\_\_ DATE Final \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF \_\_\_\_\_  
By \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_

34



EXCLUSIVELY FOR S.H.KRESS, LAREDO, TEXAS

NO. 9A-H1874

ORDER NO. 31092

DATE 10/9/39

6	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. <b>I</b>	R. M.	<b>NO</b>
TITLE (IN FULL) <b>XOCHIMILCO. I. THE FLOATING GARDENS OF MEXICO</b>		IMPRINT <b>NONE</b>		
PUT IN SMALL TYPE IN LOWER LEFT BORDER Photo by William Berlin Goolsby		PHOTO PROPERTY OF <b>CUSTOMER</b>		
COLOR DESCRIPTION				

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		Gest Dept. Checked	
AND WORK SCHEDULE		By <u>                    </u> Date <u>OCT 9 1939</u>	
OPERATION	DATE ESTIMATED	DATE COMPLETED	
DESIGNING, SETTING	OCT 9-1939	OCT 9-1939	
ETCH	10-1 2	10/10 Gr.	
RETOUCHING			
PHOTO-LITHO			
PRINTING			
ENGRAVING			
HAND COLOR PROOF	227 13	10-12-39	
ARTIST DEPT	68 9 1/2	10/16/39	

DATE BLUEPRINT OR D

DATE Filed

DATE HAND COLOR PROOF OR D

DATE Photo Returned to Customer

By

11  
34



EXCLUSIVELY FOR S.H.KRESS, LAREDO, TEX.

NO. 9A-H1875

ORDER NO. 31092

DATE 10/9/39

6 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **THE PORT OF ACAPULCO,  
MEXICO**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. **NO**

IMPRINT **NONE**

*Tag face "Place Stamp Here"*  
*Made in U.S.A.*

PUT IN SMALL TYPE IN LOWER LEFT BORDER

Photo by William Berlin Goolsby

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		Cost Dept. Checked	
DATE OCT 9 1939		DATE OCT 9 1939	
OPERATION	DATE	DATE	DATE
COMPOSITION	OCT 9-1939	OCT 9-1939	
SKETCH			
RETOUCHING	14 5		10/11/39
PHOTOGRAPH	89	Oct. 11-39	
ENGRAVING	20 1/34	12 Oct.	62 1/2 HR COR.
HAND COLOR PROOF	67 10	10-13-39	10-19-39
ARTIST DEPT			

DATE REPRODUCTION

DATE

DATE HAND COLOR PROOF

DATE

By

14

ST  
34



EXCLUSIVELY FOR S.H.KRESS, LAREDO, TEX.

NO. 9A-M1876

ORDER NO. 31092

DATE 10/9/39

*Straight  
page on both*

6	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. <b>I</b>	R. M. <b>NO</b>	
TITLE (IN FULL) <b>INTERIOR OF THE CAPITOL IN QUERETARO</b>		IMPRINT <b>NONE</b>		
PUT IN SMALL TYPE IN LOWER LEFT BORDER Photo by William Berlin Boolsby		<i>Please Stamp Here</i> <i>Made in U.S.A.</i>		
COLOR DESCRIPTION		PHOTO PROPERTY OF	<b>CUSTOMER</b>	

SUBMIT: RET. PHOTO    B. L. & W. PROOF    HANDCOL PROOF    RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (1) PAT. NO. 1,797,775

**ESTIMATE**    Cost Dept. *(checked)*  
AND WORK SCHEDULE    By *[Signature]*    Date **OCT 9 1939**

OPERATION	EST. TIME (Clock hrs. Time Allowed)	DATE ESTIMATE DEPT.	DATE FOOTNOTED
COST ESTG. (SEE ME. WP)		OCT 9-1939	OCT 9-1939
SELECTION			
PRINTING	7 4	10-9	10-2
PROOFING			
REVISIONS	89	Oct. 12-39	
ENGRAVING			
HAND COLORING	225 1/2		13 Oct
ART DEPT	63 7/8		19 Oct

DATE ESTIMATE OK'D \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_ By *[Signature]* \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Reported to Customer \_\_\_\_\_  
By \_\_\_\_\_

7

18  
30



CURT TEICH & COMPANY, Inc. 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1877 ✓ ORDER No. 50942 DATE 10-10-1939

CUSTOMER S.E. WARDELL ADV. CO.  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full R. CHARLES D. LEGG ~~REX~~ FUNERAL HOME,  
PATERSON, N.J.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE COLORED PHOTO ATT'D.

*Revised H. Mayling*

*Colored photo not  
10/19/39*

OCT 10 1939

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*Revised 5-10-39*  
*Ret 6*  
*70 Ret 10/14 10-16-39*  
*44 Ret 10/14 10-23-39*

*As per 10/14*  
*PH*

*X*  
*36*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1878

ORDER NO. 30944

DATE 10-10-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER MIAMI MIRAMAR HOTEL  
MIAMI, FLORIDA

12 M 500 BUS.CARDS SIZE 3 1/2 x 2 5/16

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MIAMI MIRAMAR HOTEL - MIAMI, FLORIDA

BOT-OVERLOOKING BISCAYNE BAY

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Panchromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

REDUCE COLOR PLATES OF 9A-H1192. MAKE NEW BLACK NEGATIVE.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

OCT 10 1939

So 1/2 hr  
37 2'4  
\*68 10/27/39

IT.  
36  
#39



NO. 9A-H1879

SANDOVAL NEWS SERVICE, EL PASO, TEXAS

ORDER NO. 31116

DATE 10/10/39

25	M	POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.			FRONT NO. I	R. M. NO
TITLE (IN FULL) GOD MADE THE EARTH AND RESTED GOD MADE MAN AND RESTED THEN-- GOD MADE WOMAN SINCE THEN NEITHER GOD NOR MAN HAS RESTED, JUAREZ, OLD MEXICO			IMPRINT SAME AS ABOVE	
PRIVATE NO. :UPPER LEFT CORNER -- 301			PUT IN STAMP SPACE - PLACE STAMP HERE MADE IN U.S.A.	
COLOR DESCRIPTION			PHOTO PROPERTY OF CUSTOMER	

MAKE HORIZONATAL CARD (NOT VERTICAL) USE MEXICAN CHARACTERS. IN LARGER LETTERS THEN SHOWN IN PHOTO "JUAREZ, OLD MEXICO"

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Panel Set - 6

1 Extra Neg for  
Doubleprint

DATE RECEIVED		DATE FILED	
By		By	
DATE PHOTO COLOR PROOF ORD		DATE Photo Returned to Customer	
By		By	

21-6 1/2	8	10/20/39
11-1 1/2		
89 1/2	10-20	
70	2	10-26-39
66	10/2	11-6



SANDOVAL NEWS SERVICE, EL PASO, TEXAS

NO. 9<sup>14</sup>-H1880

ORDER NO. 31116

DATE 10/10/39

25 M POST CARDS ART COLOR TONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ALLIGATOR POOL, SAN JACINTO  
PLAZA, EL PASO, TEXAS

PRIVATE NO. BEFORE TITLE --- 300

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF ~~XXXXXXXX~~ C.T.

COLOR DESCRIPTION

USE PHOTO NO. 110535 WITH THE FOLLOWING INSTRUCTIONS TAKE OUT LAMPS AND  
STEEL ~~XXX~~ STRUCTURE. REMOVE OLD CAR SHOWING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for the customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Reg. Let.*

OCT 11 1939		OCT 11 1939	
DATE COMPLETED		DATE COMPLETED	
19	2	10/13/39	
227	1/2	10-17-39	
68	9	11/7/	

DATE BLUEPRINT OF D

DATE HAND COLOR PROOF OF D

By

DATE

DATE

30



WEAKLEY-OLSON, ~~REMOVED~~ JAMESTOWN, N.Y.

NO. 9A-H1881

ORDER NO. 31110

DATE 10/10/39

12<sup>1</sup>/<sub>2</sub> M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I R. M. NO

TITLE (IN FULL) THIRD STREET LOOKING WEST,  
JAMESTOWN, N.Y.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

LEFT BUILDINGS GRAY. RIGHT 1 red, 2 & 3 grey 4 red. DO NOT BRING OUT WOOLWORTH  
SIGN TO PROMINENT. TAKE OUT TRACKS & MAKE STREET SMOOTH. TAKE OUT SIGN & LETTER-  
ING ON RIGHT SIDE OF PHOTOGRAPH.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ES ATTENTION!

Subjects on  
for the customer. Please  
to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Log. Checked	
AND WORK SCHEDULE		By	
		DATE COMPLETED	
		OCT 11 1939	OCT 11 1939
RECEIVING	7 6	10-11	10-16
DELIVERY	89	Oct. 17-39	
PREPARE			
HANDLING	201 13/4	10-17	10-18
ASST	68 10/2		11/13/39

DATE DELIVERED BY

DATE Filed

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

By



WEAKLEY-OLSON, JAMESTOWN, N.Y.

NO. 9-H1882

ORDER NO. 31110

DATE 10/10/39

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE AMPHITHEATRE, CHAUTAUQUA, N.Y.

FRONT NO. I

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

FOR COLORS SEE CARD ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects in order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

OPERATION	DATE	TIME	DATE COMPLETED
COMPOSING, SETTING			OCT 11 1939
SKETCH			
RETOUCHING	10	4	10/12
PHOTOGRAPH			
EXPOSURE	91		10-13-39
ENGRAVING			
HAND COLORING	62	1 3/4	10-17
ARTIST SET		9 3/4	

DATE DELIVERED TO CUSTOMER  
DATE HAND COLOR PROOFED  
DATE SETS DELIVERED TO CUSTOMER

37



WEAKLEY-OLSON, JAMESTOWN, N.Y.

NO. 94-11883

ORDER No. 31110

DATE 10/10/39

12 1/2 M POST CARDS ART COLOR TONE WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COLONNADE BUILDING,  
CHAUTAUQUA, N. Y.

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

WHITE COLUMNS. RED ROOF. RED BRICK BLDG..

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOLOR PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

6 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

	DATE ESTIMATE	DATE COMPLETED
DATE BLUEPRINT OR D.	OCT 11 1939	OCT 11 1939
DATE HAND COLOR PROOF OR D.		
ARTIST EST.		
ENCLOSURE		
HAND COLOR PROOF	62 1/2	10-18
ARTIST EST.	63 9	11-10

DATE BLUEPRINT OR D. DATE Hand. By  
DATE HAND COLOR PROOF OR D. DATE Photo Returned to Customer By



WEAKLEY-OLSON, 111 JAMESTOWN, N.Y.

NO. 9A-11884

ORDER NO. 31110

DATE 10/10/39

12 1/2

M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE FROM FISHER'S TOWER  
OVERLOOKING CHAUTAUQUA LAKE, N.Y.

FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SHOW MAN. GREEN FENCE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Regulate  
Page 1

ESTIMATE				Cost Dept. Checked
AND WORK SCHEDULE				By
				Date
DESCRIPTION	QUANTITY	DATE ESTIMATED	DATE COMPLETED	
SCENE FROM FISHER'S TOWER		OCT 12 1939	OCT 12 1939	
PRINTING	10	3 1/2	10/16/39	
PROOFING	89	OCT 16-39		
PRINTING	62	1 1/2	10-18	
ARTIST DET.	203	9 1/2	11-9	

DATE BLUE PROOF OK'D

DATE HAND COLOR PROOF OK'D

DATE

DATE Photo Returned to Customer

39



WEAKLEY-OLSON, JAMESTOWN, N.Y.

NO. 91-H1885

ORDER NO. 31110

DATE 10/10/39

12<sup>1</sup> M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. MO

TITLE (IN FULL) BEAUTIFUL ~~RESIDENCE~~ RESIDENCE IMPRINT SAME AS ABOVE  
ON CHAUTAUQUA LAKE, ~~STON~~ STON, N.Y.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

PINKISH TAN BUILDING & RED ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all titles or negatives are uniform and colors are in harmony with each other to make an attractive set.

Photo in 1CP-1876

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

OCT 10 1939

AND WORK SCHEDULE

By

Date OCT 10 1939

OPERATION	EST. TIME	ACT. TIME	DATE COMPLETED
COMPOSITION, SETTING UP		OCT 11 1939	OCT 11 1939
STITCH			
RETOUCHING	15 1/2		
PROOFING			
B. L. & W. PROOF	71	10-12-39	
EXPOSURE			
HAND COLORING	227 1/2		10-13-39
PRINTING	1/6 9	11-7	11-10

DATE ORDERED

DATE WHEN COLOR PROOF



WEAKLEY-OLSON, XXX JAMESTOWN, N.Y.

NO. 9A-H1886

ORDER NO. 31110

DATE 10/10/39

12 1/2	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.			FRONT NO.	I R. M. NO
TITLE (IN FULL) SCENE ALONG CHAUTAUQUA LAKE, N.Y.			IMPRINT	SAME AS ABOVE
COLOR DESCRIPTION TOWER IS RED			PHOTO PROPERTY OF CLT.	

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

6 Subjects o  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Get D/E Checked	
AND WORK SCHEDULE		By	Date
DATE ORDERED	10/10/39	By	10/10/39
DATE DELIVERED		By	
DATE HAND COLOR PROOF	10-12	By	10-16
DATE PHOTO RETURNED TO CUSTOMER	10/10/39	By	10/10/39

DATE DELIVERED OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 9A-H1887

ORDER NO. 30951

DATE 11-14-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER KRIPPENDORF-DITTMAN CO.  
CINCINNATI, OHIO

200 M POST CARDS

SIZE

3½ x 5½

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full PRELUDE TO SPRING..... (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH & INSTRUCTIONS ATT'D.

*Art work return Jan 17, 1940*

COLOR DESCRIPTION

SEE SKETCH & INSTRUCTIONS ATT'D.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

NOV 14 1939



DATE 10/11/39

25	M	POST CARDS	ART COLORTONE	WHITE BORDER
----	---	------------	---------------	--------------

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW FROM VENTNOR PIER,  
ATLANTIC CITY, N.J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. , **I** R. M. **YES**

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      **YES**      RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

## ATTENTION

DATE RECEIVED ORD\_\_\_\_\_

D. TB Filed \_\_\_\_\_

1811 Pho o Returned to O'lehu

39



RETOUCHING	
PHOTOGRAPHING	
COMPOSING	
ART DESK HC	13/4
ENCLOSURE	0



JERSEY SUPPLY COMPANY, ATLANTIC CITY, N.J.

NO. 9A-H1890

ORDER NO. 31124

DATE 10/11/39

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MARVIN GARDENS, ATLANTIC CITY,  
N.J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 160  
COLOR DESCRIPTION

PHOTO PROPERTY OF C.T.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

3  
Please  
make a set of 25 of nega-  
tives in uniform and colors are  
in (uniform) with each other  
to make an attractive set.

DATE	DATE	DATE	DATE
DATE	DATE	DATE	DATE
		OCT 11 1939	OCT 11 1939
	18	1 1/2	10/11/39
	89	OCT. 13-39	
		1 1/2	
	8 1/2	OCT. 13-39	OCT. 20, 1939

DATE PLACEMENT ORD \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF ORD \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

18

17



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 9A-H1891

ORDER NO. 971

DATE 10-23-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

EO  
Photos for  
this Customer

CUSTOMER  
FIRTEL HOTELS  
MIAMI BEACH, FLORIDA

12 M 500 POST CARDS SIZE 3½ x 5½ GROUP 2

STYLE PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL TAFT - WASHINGTON AVE. AT IITH ST.  
MIAMI BEACH, FLORIDA  
PRINCESS ANN HOTEL - ONE BLOCK FROM OCEAN  
920 COLLINS AVE. MIAMI BEACH, FLA.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH ATT'C.

COLOR DESCRIPTION

SEE SKETCH ATT'D.

*very Rush*

OCT 25 1939

Comp Dept.

*Make DK Blue Impression  
" - Red - "*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1892 ORDER NO. 30972 DATE 10-11-1939

CUSTOMER FRENCH CLEANERS  
ST. LOUIS, MISSOURI

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

WHEN OTHERS FAIL TRY FRENCH CLEANERS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATT'D.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 13 1939

OCT 17 1939

DK Blue Imprinting

1 Photo 5 x 7

Ret. 5

62 10-19 Me. 1 1/2

62 1/2 He. Cor.

#39

Lat 8 1/2

64



LL



LAMB'S PHARMACY, CORNING, N.Y.

NO. 9A-11894

ORDER NO. 30997

DATE 10-11-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) <sup>TOP</sup> HILLTOP VIEW, CORNING, N.Y.  
THE CRYSTAL CITY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

I

R. M.

NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF *Yes*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Order for this material. Please  
be sure to state all the neg-  
atives are uniform and uniformity  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. *Checked*

By

Date

CHARGE	TIME	DATE	DATE
CHARGE	TIME	DATE	DATE
GLASS MOUNTING		OCT 12 1939	OCT 12 1939
GLASS MOUNTING			
GLASS MOUNTING	4 3 1/2	10-12	10-16-39
GLASS MOUNTING			
GLASS MOUNTING	89	10-1	
GLASS MOUNTING			
GLASS MOUNTING	227 1 1/4		10-17-39
GLASS MOUNTING	201 9 1/2	10-25-39	10-26-39

DATE SUBMITTED

DATE

DATE

DATE

41



LAMB'S PHARMACY, CORNING, N.Y.

NO. 9A-H1895

ORDER NO. 30997

DATE 10-11-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BIRD'S EYE VIEW OF NORTH SIDE,

TOP - CORNING, N.Y. THE CRYSTAL CITY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT

I R. M. NO  
SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		Cost Dept. Checked	
1939		OCT 12 1939	
5	2	10-12	10-12 86
69		10-14	
225	13		18 Oct
215	92	10-25	10-25

make more handles  
first for hands  
41







LAMB'S PHARMACY, CORNING, N.Y.

NO. 9A-H1897

ORDER NO. 0999

DATE 10-11-1939

25 M POST CARDS, (GROUP 2) ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CORNING, N.Y. THE CRYSTAL

CITY  
BOT-200 INCH TELESCOPE DISC, WORLD'S  
LARGEST PIECE OF GLASS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. *yes*

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

DAY VIEW. VERY LIGHT BLUE, ORANGE, & GREEN. LEAVE IN MAN.  
SEE ADDIT. INST. ATT'D. See 9A-H1897

*Make sketch*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF *yes*

RETURN PHOTO. *yes*

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

1939

DATE

By

Date

10-11-1939

DATE	TIME	DATE	TIME
OCT 26 1939	OCT 26 1939		
10	1	10-15	10-22
1	6		
10-29	10-30		
210	2	11-9	11-10
212	103	11-15	11-16

DATE

DATE

DATE

DATE

By

By

4 - 11

1 - 12

ATTENTION!

6  
3  
8  
to make an appropriate use

MAKEOVER

Charge to *Ret* Dept.

EST. National Time Record

RETOUCHING	TIME	TIME RECORDED IN COST DEPT.
RETOUCHING	1	NOV 3 1939
RETOUCHING		
RETOUCHING		
RETOUCHING		

6



LAMB'S PHARMACY, CORNING, N.Y.

NO. 9A-H1898

ORDER NO. 30999

DATE 10-11-1939

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

CORNING, N.Y. THE CRYSTAL  
CITY

600 GLASS OBSERVATORY HOUSING  
600 INCH TELESCOPE DISC

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE INST. ATT'D.

Night view

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Please see the enclosed. Please  
send us a card all right of same  
type and design and others in  
the collection with your name  
to make an album.

CORR ON PATCH

TOP OF CLOCK TOWER IS OUT OF LINE WITH  
TOWER AND CLOCK TOWER LOOKS AS IF IT WAS PART OF  
FACTORY IN THE REAR OF TOWER

15 1939

DATE RECEIVED		DATE CALCULATED	
5	5	10-25	10-27
89		Oct. 20-77	
225	134		
214	10		

1 Nov. 1939

DATE RECEIVED

DATE HAND COLOR PHOTO

5 - 1 1/2

2

8



NO. 9A-H1899

ORDER NO. 30980

DATE 10-11-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. I

R. M. No

TITLE (IN FULL) OLEAN MUNICIPAL POOL, OLEAN,  
N.Y.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

# TILE GREEN FENCE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO.

DATE		By	Cost Dept.	Checked
DATE		By	Cost Dept.	Checked
OCT 13 1939	OCT 13 1939			
3	2 1/2			
89	Oct. 16-39			
62	1 1/2			
39	9			
	10-18			
	10/19/39			
	10/20/39			

DATE HAND COLOR PROOF OKD

DATE Photo Returned to Customer

17  
41



MC LEAN NEWS SERVICE, OLEAN, N.Y.

NO. 9A-H1900

ORDER NO 30980

DATE 10-11-1939

6 MPOST CARDS

ART COLO RTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNION STREET LOOKING SOUTH,  
OLEAN, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE BACK OF PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

		DATE DEPT.	DATE COMPLETED
CONFIRMATION		OCT 13 1939	OCT 13 1939
REVISIONS	7 6	10-12	10-12-39
PROOF	85	10-17	
HAND COLOR	227 1 3/4		10-19-39
ADVISORY	202 10	10-20	10-23

DATE BLUEPRINT ORD

DATE Filled

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

By

41



NO. 9<sup>th</sup>-H1901

MC LEAN NEWS SERVICE, OLEAN, N.Y.

ORDER NO. 30980

DATE 10-11-1939

6 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE) PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER. FRONT NO. I R. M. NO

TITLE (IN FULL) OLEAN GENERAL HOSPITAL, OLEAN, N.Y. IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

VERY BRIGHT GREY <sup>BRICK</sup> ~~BRICK~~ & RED ROOF.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

100		3	
OCT 13 1939		OCT 13 1939	
OCT 13 1939		OCT 13 1939	
16 2 1/2		10/14 9	
90			
2 1/2 10-17		10-17	
202 8 3/4 10-18		10-19	

DATE RECEIVED BY DATE PAID BY DATE PHOTO RETURNED TO CUSTOMER



MC LEAN NEWS SERVICE, OLEAN, N.Y.

NO. 9A-H1902

ORDER 30980

DATE 10-11-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RED HOUSE LAKE BATHING BEACH,  
ALLEGANY STATE PARK, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SHOW LOTS OF BATHERS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

10-11-1939		OCT 12 1939		OCT 13 1939	
18	2			10/14/39	
85		10-16			
201	1 1/2	10-18		10-18	
201	9	10-19		10-19	

DATE RECEIVED OKD

DATE HAND COLOR PROOF OKD

DATE FILED

DATE Photo Returned to E-tonics



NO. 9A-11903

ORDER NO 30980

DATE 10-11-1939

6 M POST CARDS

ART COLO RTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT No. I

R. M. NO

TITLE (IN FULL) CAMP TURNER, ALLEGANY STATE  
PARK, N.Y.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

SHOW LOTS OF BATHERS

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Lost Dep<sup>y</sup> Checked

34

D. 78

DATE  
COMPLETED

1937 13 1939

OCT 13 1938

17

2 1/2

9

1.2

34

1

2

17-17

10-19-

\_\_\_\_\_

DATE Filed...

By \_\_\_\_\_

DATE Photo Returned to Customer

DATE MADE, COLOR PROOF OK'D

2



MC LEAN NEWS SERVICE, OLEAN, N.Y.

NO. 9A-H1904

ORDER NO. 30980

DATE 10-11-1939

6 M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SPRUCELANDS, ALLEGANY STATE  
PARK, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

NATURAL WOOD & GREY SLATE ROOF

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

		DATE COMPLETED
		OCT 12 1939
		OCT 18 1939
	30 1 1/2	10/11/39
	91	
	227 1 1/2	10-17-39
	203 9	10-18
		10-19

DATE RECEIVED	
DATE HAND COLOR PHOTO SENT	
DATE PHOTO SENT TO CUSTOMER	

41



*Streight*

FREED NEWS CO., SPRINGFIELD, OHIO

NO. 9A-H1905

ORDER NO. 31171

DATE 10/14/39

25 M POST CARDS ART. COLOR TONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MC GILVRA Y MEMORIAL Y.M.C.A.  
SPRINGFIELD, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION *Brown copper spouting on bldg.*  
Tan dull buff brick with some brown mixed brick. dull red & brown mottled roof.  
light stone base line and entrance and front center between entrances on first  
floor light gray steps. light brownze lights amber glass at entrance. brown  
corner edge and ~~sh~~sash and window frames. black doors. dark street paving.  
gray porches on first floor on left and right. dark bronze porch in upper floor  
center. light stone trim on corners of bldg. green lawn & green pine shrubery.  
next to bldg. on left and right and corner. dome on near left gray. first bldg. c  
on right brown. remove stacks & bldg. on rear right. remove all ~~all~~ cars on left &  
right

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*134938*

ESTIMATE

DATE

	DATE	DATE	DATE
	DATE	DATE	DATE
	OCT 16 1939	OCT 16 1939	
7 5	10-16	10-1939	
91	10-21		
HAND COL PROOF	70 1/2		10-23-39
PRINT COST	18 9/2		

DATE SUBMITTED AND

DATE HAND COL PROOF OK'D

DATE PHOTO RETURNED BY CUSTOMER

*5*  
*PR 44*  
*45*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1906 ORDER NO.

DATE 10-13-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER UNITED STATES SHOE CORP.  
CINCINNATI, OHIO

1,000 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TO SHOW SMART AMERICA THE GORGEOUS  
NEW STYLES (ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH & COLORED DRAWING ATT'D.

by Sl.

*Rural*

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to ADV. Dept.

EST. Makeover Time required

	TIME	Title Recorded in Cost Dept.
RETOUCHING		
PHOTO-LITHO		
COMPOSING		
ADV DEPT HC	2	By M
ENGRAVING		

*62*

*make DK. Blue background  
— Red —*

80 2 1/2  
121 4 1/2  
2  
11 1/2  
62 0-17



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1906 ORDER NO. 478

DATE 12-21-1939

CUSTOMER UNITED STATES SHOE CORP.  
CINCINNATI, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

300M POST CARDS

SIZE

3 1/2 x 5 1/2

MAKEOVER

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

REMOVE THE SHOE IN THE LOWER LEFT HAND  
CORNER AND REPLACE WITH THE SHOE SHOWN IN THE  
LOWER LEFT HAND CORNER OF THE CORRECTED ART WORK.

THIS SHOE IS TO BE NAMED "PICCADILLY". ART WORK  
FOR THE NAME IS ATT'D TO THE ART WORK. THIS

IS A BLUE LEATHER SHOE. (SHOE IN LOWER LEFT HAND CORNER TO BE TAKEN OUT IS NAMED "LACIE"

SEE ART WORK ATTACHED.

COLOR DESCRIPTION

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

RWBH

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

make red in y. corner  
" DA Blue - "



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
DIAL No. 9A-H1907 ORDER NO. DATE 10-13-1939 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART  
CUSTOMER UNITED STATES SHOE CORP. CINCINNATI, OHIO  
1,000M POST CARDS SIZE 3 1/2 x 5 1/2 STYLE ART COLORTONE FULL FACE  
PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full GAY ARRIVALS FOR A YOUTHFUL SEASON  
(ETC. AS PER COPY)  
FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT  
RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue  
Photos set 10-7-39

COLOR DESCRIPTION

SEE SKETCH & COLORED DRAWING ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to ADV. Dept.

EST. Makeover Time Required

	TIME	Fig. placed in Cost Dept.
RETOUCHING		
PHOTO-LITHO		
COMPOSING		
ART DEPT. HC	2	
ENGRAVING		

80 3 1/2  
Ret 4 1/2  
70 2 1/2  
64 3 1/2 11 1/2

70

make red impression



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL No. 9A-H1907 ORDER NO. 1478

DATE 12-21-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER UNITED STATES SHOE CORP.  
CINCINNATI, OHIO

Photos for  
this Customer

300M POST CARDS

SIZE

3½ x 5½

MAKEOVER

STYLE ART COLOR-TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch ☐ Layout ☐ Retouched Photo ☐ Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

ON THIS CARD REMOVE THE SHOE IN THE UPPER  
LEFT HAND CORNER "DAGMAR" AND THE NEW SHOE  
"ADELPHIA" IS SHOWN ON THE ART WORK AS CHANGED.  
THIS IS A BLUE SHOE TRIMMED IN PATENT LEATHER.  
YOU WILL NOTE ALSO THAT WHERE THEY REMOVED THE

OLD SHOE THEY HAVE LEFT A LIGHT SPACE AT THE TOP AND THE RIGHT OF THE SHOE AND ALSO UNDER  
THE HEEL. THIS IS NOT TO BE LEFT THAT WAY. THE GREEN BACKGROUND IS TO COME RIGHT UP TO THE  
SHOE AND ALSO THE HEEL, JUST AS IT DOES ON THE CARD THAT IS FINISHED. THE ART FOR THE NAME  
"ADELPHIA" IS ATT'D TO THE ART WORK. SEE ART WORK ATT'D.

COLOR DESCRIPTION

RW H

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO — YES NO

Make red impression  
" — DK Blue — "



PHILIPPINE EDUCATION CO., INC., MANILA, P.I.

NO. 9A-H1908

ORDER NO. 31537

DATE 10-14-1939

6 MOST CARIS PHOTO COLORIT WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. No

TITLE (IN FULL) PHILIPPINE EDUCATION CO., INC. IMPRINT SAME AS ABOVE

MANILA, PHILIPPINES

PUT IN STAMP SPACE: PLACE STAMP HERE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE PHOTO & INST. ATT'D.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Chicago

			DATE COMPLETED.
			OCT 16 1939 OCT 16 1939
	1	7	10-16-39
	8		11-6
	110	132	12-23-39
	211	9	11-9

*make DK 12 line  
impression*

MAKEOVER

Charge to LV Dept.

EST. Making Time Secured

TOUCHING	2	Cost Secured at Cost Dept.
PHOTO-ITING	1	
COMPOSING		
ART DEPT.	1	

45



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1909 ORDER NO. 31539 DATE 10-25-1939

CUSTOMER ROBERT A. JOHNSTON CO.  
MILWAUKEE, WISCONSIN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TO MY VALENTINE

BOT-CALL YOUR DRUG STORE FOR YOU JOHNSTON  
VALENTINE PACKAGE

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INST. ATT'D.

XX  
XX

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

used  
Screens  
120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH & INST. ATT'D.

RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

1 Photo 5x7

20 1

Ret. 9

He. 2

Lat. 10 3/4

62 11-1

make red impression

4 9-11-39

5-12-39

St.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

RETURN PHOTO YES NO  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO 9A-H1910

ORDER NO 1541

DATE 10-16-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BIRCK-FELLINGER CORP.  
CHICAGO, ILLINOIS

25 M POST CARDS

SIZE

3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BIRCK-FELLINGER CORP.  
AMERICA'S OUTSTANDING CLEANING INSTITUTION  
(ETC.)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE TISSUE OVERLAY & INSTRUCTIONS ATT'D.

COLOR DESCRIPTION

SEE TISSUE OVERLAY AND INSTRUCTIONS ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

1 Photo = 7

Ret 9

70 He 1/4 10-20-39

Lat 9

OCT 17 1939

46



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1911 ORDER NO. 542

DATE 10-16-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BIRCK-FELLINGER CORP.  
CHICAGO, ILL.

25 M BUSINESS CARDS SIZE

3 1/2 x 2 5/16

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BIRCK-FELLINGER CORP.

AMERICA'S OUTSTANDING CLEANING INSTITUTION  
(ETC.)

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE OVERLAY & INST. ATT'D.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

REDUCE COLOR PLATES OF 9A-H1910. MAKE NEW BLACK NEGATIVE.

COLOR DESCRIPTION

SEE TISSUE OVERLAY & INST. ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

OCT 17 1939



AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. 9A-M1912

ORDER NO. 31530

DATE 10-16-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FORT ADAMS AND NEWPORT  
HARBOR, NEWPORT, RHODE ISLAND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

FORT: RED BLDG. MOSTLY

*See Inst. att'd.*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

2  
order form  
see to it that  
tives are  
in hand  
to make an attractive set.

ESTIMATE

By *[Signature]* Cert Dept. Checked

DATE *10/16/39*

DATE	COMPLETED
OCT 16 1939	OCT 16 1939
14 3	10/16/39
89	Oct. 17-39
225 1/2	18 Oct
217 83/4	Oct 24-39

DATE BLANKETED

DATE HAND

By

44



AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. 9A-H1913

ORDER NO. 31530

DATE 10-14-1939

6 MOST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NEWPORT BRANCH, ARMY AND  
NAVY Y.M.C.A., NEWPORT, RHODE ISLAND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

*See inst. attch*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order. Please  
specify  
directions  
in handwriting  
to make an attractive set.

ESTIMATE			
DATE		DATE	
OCT 16 1939		OCT 16 1939	
17	3	10/16/39	
89		Oct. 18-39	
227	1 1/2	10-19-39	
218	8 3/4	Oct 24	

DATE RECEIVED

DATE PAID

DATE HAND DELIVERED

DATE PHOTO RETURNED TO CUSTOMER

17  
44



AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. 9A-M1914

ORDER NO. 21534

DATE 10-14-1939

12 M 500 POST CARDS

ART COLOR ME

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I R. M. NO

TITLE (IN FULL) GREETING FROM RHODE ISLAND

IMPRINT

SAME AS ABOVE

(WITH TITLE) NEWPORT

SMALL TYPE: (C) CURT TEICH & CO., INC.,

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE SKETCH & CARDS ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAKEOVER

Charge to

*for cut*

DE

Estimated Time Required

REPAIRING

/

See Remarks in Cost Dept.

PHOTOGRAPH

/

COMPOSING

ART DEPT.

ENGRAVING

*6/11*

OCT 18 1939 OCT 18 1939 OCT 24 1939

19-4 8  
10-4 7  
19-5

10/24/39

10-25

217 14 10-8 10-10



NO. 9A-H1915

ORDER NO. 31574

DATE 10-17-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ST. CYRIL'S CHURCH AND  
RECTORY, ALEXANDRIA BAY, THOUSAND  
ISLANDS, N.Y.

XXXXXX

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

SS SIDE) NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DESCRIPTION  
RECTORY: ROOF RED, SECOND AND THIRD STORIES, DARK BROWN & WHITE.  
FIRST STORY, BUFF AND WHITE. CHURCH: ROSE PINK GRANITE

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

ESTIMATE

Case 1234

OCT 19 1939

OCT 19 1939

14 4

10/19/94

75

10-20

62

112

83/

18-25-79

10 - 21

10-26-59

49



HALLAM & VESTY, ALEXANDRIA BAY, N.Y.

NO. 9A-H1916

ORDER NO. 31577

DATE 10-17-1939

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INTERNATIONAL BRIDGE,  
AMERICAN SPAN, THOUSAND ISLANDS, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE CARD ATT'D. MAKE BETTER THAN CARD ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Order for this photo is made  
and to it that all other photo-  
tives are uniform in color and  
in harmony with the other  
to make an attractive set.

Reprints

Rush

DATE	DESCRIPTION	DATE	DESCRIPTION
OCT 19 1939		OCT 19 1939	
	4		10/20 gr
	89		Oct. 20-39
	227		10-21-39
	54		10/20/39

54  
49



HALLAM & VESTY, ALEXANDRIA BAY, N.Y.

NO. 9A-H1917

ORDER NO. 31577

DATE 10-16-1939

25 M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AMERICAN SPAN, KN THOUSAND  
ISLANDS INTERNATIONAL BRIDGE,  
THOUSAND ISLANDS, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BE SURE TO SHOW BOATS. SEE CARD ATT'D. MAKE BETTER THAN  
CARD ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Rephoto

10-16-1939

OCT 20 1939

OCT 20 1939

OCT 20 1939

OCT 20 1939

7 4

10-20

10-24

62 1/2

67 8 1/2

11-1-37

10-26

11-2-37

7-2 3/4  
1-1 1/4

52



HALLAM & VESTY, ALEXANDRIA BAY, N.Y.

NO. 9A-H1918

ORDER NO. 31577

DATE 10-17-1939

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INTERNATIONAL RIFT SPAN,  
THOUSAND ISLANDS INTERNATIONAL BRIDGE,  
THOUSAND ISLANDS, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BE SURE TO SHOW FLAGS VERY PROMINENTLY. (DRAW THEM IN.)  
SEE CARD ATT'D. MAKE BETTER THAN CARD ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION

PLEASE RETURN THIS CARD TO THE ADDRESS SIDE OF THE PHOTO. IF YOU DO NOT, THE PHOTO WILL BE DESTROYED. IF YOU DO NOT, THE PHOTO WILL BE DESTROYED. IF YOU DO NOT, THE PHOTO WILL BE DESTROYED.

88

ESTIMATE

Get Estimate

By

Date

DATE

LEFT

DATE  
COMPLETED.

OCT 18 1939

OCT 18 1939

3 1/2

10/19/39

89

OCT 19-39

62

1 1/2

10 - 21

35

8 1/2

10 - 26 - 39

10 - 27 - 39

Rush

47



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1919 ORDER NO. 31556

DATE 10-16-1939

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER THE RIDGEWOOD HOTEL  
DAYTONA BEACH, FLORIDA

Photos for  
this Customer

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE RIDGEWOOD HOTEL — DAYTONA  
BEACH, FLA.

(ON U.S. I)

(TITLE IN SKY) Use new type

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

WALKER NEWS CO., DAYTONA BEACH, FLA.

XXX PRIVATE NO. BEFORE IMPRINT: D 226  
plate no. on front

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

SEE TISSUE OVERLAY ATT'D.

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D.

To office

11-18-39

OCT 17 1939  
NOV 3 1939



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 9A-H1920 ORDER NO. 31558 DATE 10-27-1939

CUSTOMER MAGIC AQUARIUM BAR & LIQUOR STORE  
MOORHEAD, MINN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MAGIC AQUARIUM BAR AND LIQUOR STORE  
MOORHEAD, MINN.

FRONT NO. 5 (All of this on address side)  
R.M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATT'D.

CORRECT REGISTER AS ON SAMPLE ATT'D.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATT'D. CORRECT REGISTER AS SHOWN ON COLORED  
SAMPLE ATT'D.

W A R  
Charge to Salesman Dept.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

1 Replate 5x7  
Straighten

Ret 9/2

70 Mc. 210-10-30

54 - Last 11

Mc-3/2

No O.  
Ret 1 1/2 hr

13



MRS. A. G. COOK, PETOSKEY, MICH.

NO 9A-H1921

ORDER NO 31564

DATE 10-16-1939

6 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HAY FEVER'S COME AGAIN (VERSE)

PRIV. NO. BEFORE TITLE: - 95

see Pencil Sketch

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

Make pencil sketch of scene Hay Fever's Come Again Verse enclosed

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

10  
Order for this material. Please  
make it that all our material  
given are uniform and that they are  
in harmony with each other  
to make an attractive set.

587

ESTIMATE				Cost Dept. Checked
By				Date
DATE COMPLETED				
11-13-39	1	OCT 27 1939	OCT 27 1939	
10-28	6	10-28	10-28	
11-1	82	11-1		
11-8	62	11-8		
11-22-39	34	11/13/39	11/22/39	

DATE ORDERED

DATE ORDER RECEIVED

DATE

DATE



DATE 10-16-1939

6 MOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. O

TITLE (IN FULL) LOCKWOOD GENERAL HOSPITAL,  
PETOSKEY, MICH.

IMPRINT SAME AS ABOVE

PRIV.NO.BEFORE TITLE: 97

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

ROOF: GRAY. NO. 19 ON COLOR CHART. CUPOLA, GRAY, NO. 19 EXCEPT FRONT.  
BRICK: NO. 23. UPPER PART OF EACH WINDOW NO. 14. SHADES AT WINDOWS:  
NO. 11. ALL TRIMMINGS ARE WHITE.

(old Color Chart Nr.)

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,797,775

## ATTENTION!

Subject of  
color for the customer. Please  
note it that all our or negative  
are uniform and color are  
in harmony with each other  
to make an attractive one.

105-110  
 110-115  
 115-120  
 120-125  
 125-130  
 130-135  
 135-140  
 140-145  
 145-150  
 150-155  
 155-160  
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 685-690  
 690-695  
 695-700  
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 705-710  
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 715-720  
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 740-745  
 745-750  
 750-755  
 755-760  
 760-765  
 765-770  
 770-775  
 775-780  
 780-785  
 785-790  
 790-795  
 795-800  
 800-805  
 805-810  
 810-815  
 815-820  
 820-825  
 825-830  
 830-835  
 835-840  
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 850-855  
 855-860  
 860-865  
 865-870  
 870-875  
 875-880  
 880-885  
 885-890  
 890-895  
 895-900  
 900-905  
 905-910  
 910-915  
 915-920  
 920-925  
 925-930  
 930-935  
 935-940  
 940-945  
 945-950  
 950-955  
 955-960  
 960-965  
 965-970  
 970-975  
 975-980  
 980-985  
 985-990  
 990-995  
 995-1000

ESTIMATE		Cost Dept <u>Checked</u>	
By	DATE	By	DATE
Cost	DATE	By	DATE
1	2	10-16	10-16-39
65	10-19		
227 1/2	8 3/4		10-20-39

45



MRS. A. G. COOK, PETOSKEY, MICH.

NO. 9A-H1923

ORDER NO. 31562

DATE 10-16-1939

6 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) BURT LAKE IN NORTHERN  
MICHIGAN

IMPRINT SAME AS ABOVE

PRIV. NO. BEFORE TITLE: 91

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

10

Subjects on

Please

in harmony with the scene  
to make an attractive set

4 1 10-18 10-18 SC  
89 oct 17-39  
201 1/2 Oct 20-39 Oct 20-39  
35 9 10-31-39 11-2-39

R

4

45



DATE 10-16-1939

6 MOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) WEIMER LAKE IN NORHTERN  
MICHIGAN

PRIV.NO.BEFORE TITLE: 90

FRONT No. I

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C. T.

### COLOR DESCRIPTION

DO NOT RETOUCH TOO MUCH. IT WILL NOT BE NECESSARY TO CLEAR UP THE SURFACE OF THE WATER. THE ONLY THING TO BE REMOVED IS THE SLOTTCH ON THE ROCK IN THE FOREGROUND.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

not 2pc. Checked

	DATE ENTERED IN LIST	DATE COMPLETED
OCT 17 1939	OCT 17 1939	OCT 17 1939
SUBJECT		
REMARKS	15 2	10/18 G
PHYSICALITY	J	
BLOOD TEST		
CHEMICAL ANALYSIS		
EXAMINING		
HAND COLOR PHOTO	228 1/2	20 Oct
ANALYST'S SIGNATURE	834	

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 84

## ATTENTION!

10

order to this customer. Please see to it that all call center activities are uniform and relevant in harmony with each other to make an attractive and

R. 5x7



MRS. A. G. COOK, PETOSKEY, MICH.

NO. 9A-H1925

ORDER NO. 31562

DATE 10-16-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) GRAND VIEW POINT IN NORTHERN  
MICHIGAN

IMPRINT SAME AS ABOVE

PRIV. NO. BEFORE TITLE: 98

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

10

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

| ESTIMATE     |               | Cost (Not Checked) |               |
|--------------|---------------|--------------------|---------------|
| DATE ORDERED | DATE RECEIVED | DATE ORDERED       | DATE RECEIVED |
| OCT 16 1939  | OCT 16 1939   | OCT 16 1939        | OCT 16 1939   |
| QUANTITY     | PRICE         | QUANTITY           | PRICE         |
| 4            | 3             | 10-16              | 10-19 50      |
| 89           |               | OCT. 18-39         |               |
| 225          | 1/4           | 20 Oct             |               |
| 61           | 9             | 10-30-39           | 11-1-39       |

DATE RECEIVED BY \_\_\_\_\_  
DATE ORDERED BY \_\_\_\_\_  
DATE RECEIVED BY \_\_\_\_\_  
DATE ORDERED BY \_\_\_\_\_

R

11  
45



MRS. A. G. COOK, PETOSKEY, MICH.

NO. 9A-H1926

ORDER NO. 31562

DATE 10-16-1939

6 M POST CARDS

ART COLOORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A MIRRORED STUDY, NORTHERN  
MICHIGAN

PRIV. NO. BEFORE TITLE: 92

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and correct in  
in harmony with each other  
to make an attractive set.

R

ESTIMATE

Cost Dept. Checked

By

DATE COMPLETED

OCT 16 1939 OCT 16 1939

5 1 1/2 10-16 10-16-39

89 OCT 19-39

227 1 1/2 10-20-39

64 8 1/2 10/27/39 10/30/39

DATE RECEIVED ON

DATE MADE COLOR PROOF

DATE

DATE

5

45



MRS. A. G. COOK, PETOSKEY, MICH.

NO. 9A-H1927

ORDER 31562

DATE 10-16-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) OLD INDIAN MISSION CHURCH,  
NORTHERN MICHIGAN

IMPRINT SAME AS ABOVE

PRIV. NO. BEFORE TITLE: 93

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

TAKE OUT ELEC. POLE & WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

10  
order for this customer. See to it that all negatives are uniform and colors are in harmony with each other to make an attractive set.

| ESTIMATE                          |       |                |  | Cost Dept. Checked |
|-----------------------------------|-------|----------------|--|--------------------|
| DATE 10-16-1939 AND WORK SCHEDULE |       |                |  | By 1/6             |
| DATE RECEIVED                     |       | DATE COMPLETED |  |                    |
| OCT 16 1939                       |       | OCT 16 1939    |  | B                  |
| REWORKING                         | 19    | 2              |  | 10/17/39           |
| REWORKING                         | 85/91 | 10-18          |  |                    |
| REWORKING                         | 201   | 10-19          |  | 10-19              |
| REWORKING                         | 67    | 10-27-39       |  | 10-31-39           |

DATE RECEIVED

DATE RECEIVED

DATE RECEIVED

DATE RECEIVED

ST  
Rm 444  
45



MRS. A.G. COOK, PETOSKEY, MICH.

NO. 9A-H1928

ORDER No 31562

DATE 10-16-1939

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LITTLE INDIAN GRAVE,  
PETOSKEY, MICH.

PRIV. NO. BEFORE TITLE: 99

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. ~~YES~~ NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

TAKE OUT FIGURES IN BACKGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

10  
Order for this service. Please  
see to it that all color nega-  
tives are uniform and clean and  
in harmony with each other  
to make an attractive set.

| ESTIMATE      |         |       |           | Cost Dept. Checked |
|---------------|---------|-------|-----------|--------------------|
| WORK SCHEDULE |         |       |           | By                 |
|               |         |       |           | Date               |
|               | DATE    | DATE  | DATE      |                    |
|               | ENTERED | DEPT. | COMPLETED |                    |
| 191           |         |       |           |                    |
| 18            | 2       |       |           |                    |
| 89            |         |       |           |                    |
| 225           | 13/4    |       |           |                    |
| 201           | 9/2     | 9-27  | 9-30      |                    |

DATE BLUETINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE

IT  
45



NO9A-H1929

ORDER NO. 31561

DATE 10-16-1939

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SPECKLED TROUT, NORTHERN  
MICHIGAN

PRIV.NO.BEFORE TITLE: 96

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. NO **NO**

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

LEAVE EVERYTHING JUST AS IS EXCEPT TO REMOVE BOXES  
BACK OF CREEL. UPPER PART OF FISH: NO. 19. COLOR OF BELLY, NO. 14. OCCAS-  
IONAL SPOTS TOWARD THE SPINE: NO. 21. OCCASIONAL SPOTS ON BELLY: NO. 2.  
CREEL: NO. 11. HASP & STRAP OF CREEL: NO. 19

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Case ~~File~~ Closed

By U

2. ~~\_\_\_\_\_~~

LIVE  
COMPLETED

OCT 16 1939

OCT 16 1939

1216

35.  
45



MRS. A. G. COOK, PITOSKEY, MICH.

NO. 9A-H1930

ORDER NO. 21561

DATE 10-16-1939

14M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INDIAN RIVER, INDIAN RIVER,  
MICHIGAN

PRIV. NO. BEFORE TITLE: 82

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

10

Subjects on  
or for the  
set of the  
tives are in  
in harmony with the other  
to make an attractive set.

ESTIMATE

By [Signature] Date 10-16-1939 Cust. Dept. 6 Check 10-16-1939

| DESCRIPTION               | EST. TIME | DATE        | DATE        |
|---------------------------|-----------|-------------|-------------|
|                           |           | PRINTED     | SUBMITTED   |
| CORRECTIONS, REWORK, ETC. |           | OCT 16 1939 | OCT 16 1939 |
| REWORK                    |           |             |             |
| REWORKING                 | 15 1/2    |             |             |
| PHOTO LITING              |           |             |             |
| BLUING                    | 91        | 10-17-39    |             |
| STAMPING                  |           |             |             |
| REWORKING                 |           |             |             |
| REWORKING                 | 225 1/2   |             | 20 Oct      |
| REWORKING                 | 210 8 1/2 | 10-30       | 10-31       |

DATE RECEIVED [Signature] DATE PAID [Signature]

DATE PAID [Signature] DATE PHOTO RETURNED TO CUSTOMER [Signature]

15  
45



46



AMERICAN GREETING PUBLISHERS, CLEVELAND, OHIO

NO. 9A-H1932

ORDER NO. 31566

DATE 10-17-1939

25 M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL) AERIAL VIEW OF MAIN AVENUE  
BRIDGE AND DOWNTOWN CLEVELAND, OHIO

IMPRINT SAME AS ABOVE

PRIV. NO. BEFORE TITLE: 210

SMALL TYPE: ~~XXXXXXXX~~ BUTLER AIRPHOTOS, INC.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

1ST BRIDGE LIGHT GRAY SHOW RAILINGS CLEAR AND FINISH END OF BRIDGE ON RIGHT  
END. LIGHT GRAY LIKE CENTER FINISH LEFT END OF BRIDGE LIGHT GRAY. 2ND BRIDGE  
LIGHT GRAY. DARK ARCH IN CENTER. 3RD BRIDGE GRAY. 4TH BRIDGE ON REAR RIGHT LIGHT  
GRAY. TALL BLDGS. IN REAR CENTER MOSTLY LIGHT STONE. LARGE BLDGS. ON LEFT  
CENTER, DARK RED & BROWN. LARGE BLDGS. REAR LEFT, LIGHT GRAY. BLDGS. IN RIGHT  
~~XXXXXX~~ BACKGROUND (GOVT. ALLOTMENT) DULL RED BRICK, SLATE ROOFS, GREEN LAWNS.  
SHOW RIVER WINDING UNDER BRIDGES. IMPORTANT SUBJ. GOOD COLOR WORK REQUIRED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

7  
Please  
set colors of photo or nega-  
tives all uniform and colors are  
in harmony with each other  
to make an attractive set.

*Straight*

*[Red Stamp]*

| DATE RECEIVED | DATE COMPLETED |
|---------------|----------------|
| OCT 18 1939   | OCT 18 1939    |
| 2 7 10-18     | 10-19 51       |
| 89            | Oct. 20-39     |
| 220-22        | 21 Oct         |
| 72 15 10/24   | 10/27          |

DATE RECEIVED BY: \_\_\_\_\_  
DATE RECEIVED BY: \_\_\_\_\_  
DATE RECEIVED BY: \_\_\_\_\_

*[Large Handwritten 'R']*

*cur Rm 4-5*



AMERICAN GREETING PUBLISHERS, CLEVELAND, OHIO

NO. 9A-H1933

ORDER NO. 31566

DATE 10-17-1939

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. YES

TITLE (IN FULL) A BEAUTY SPOT AT THE ART  
MUSEUM AT CHERRY BLOSSOM TIME, CLEVELAND,  
OHIO

IMPRINT SAME AS ABOVE

PRIV.NO. BEFORE TITL : 202

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDG. WHITE MARBLE. GREEN GLASS ROOF. PINK CHERRY BLOSSOMS, LIKE WASHINGTON  
D.C. CHERRY BLOSSOMS. GREEN LAWN & SHRUBBERY ON REAR LEFT. REMOVE STACK  
ON REAR LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or negatives  
are uniform and arranged  
in harmony with each other  
to make an attractive set.

1e4705

| ESTIMATE    |     |       |  | Cost        |
|-------------|-----|-------|--|-------------|
| By          |     |       |  | 10/18/39    |
| OCT 17 1939 |     |       |  | OCT 17 1939 |
| 10          | 4   |       |  |             |
| 91          |     | 10-18 |  |             |
| 62          | 1/2 |       |  | 10-20       |
|             | 9   |       |  |             |

DATE Photo Returned to Customer

46



17  
m. p. 47